COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE 1978

	EVENING 7:00–11:00 PM												
											All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	15.2	17.4	15.7	13.0	IFR	14.2	16.0	14.9	13.1	16.1	15.0	14.5	14.8
NO. OF PROGRAMS‡	5	10	24	3		6	21	30	26	34	60	25	85

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM	WEEKDAY DAYTIME 10:00AM–4:30PM						WEEKEND DAYTIME			
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM–1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	Chil-dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.0	9.6	6.1	6.5	5.0	5.6	5.3	6.6	6.0	4.5	6.2	4.8	5.7
NO. OF PROGRAMS‡	5	3	13	14	11	3	16	12	28	36	8	8	16

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 11, 1978

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	USO TRIBUTE TO BOB HOPE(S)	27.1	19,760
2	ONE DAY AT A TIME#	26.9	19,610
3	CHARLIE'S ANGELS#	25.8	18,810
4	THREE'S COMPANY	25.2	18,370
5	BARBARA WALTERS SPECIAL(S)	23.7	17,280
6	LAVERNE AND SHIRLEY	21.5	15,670
7	CARTER COUNTRY	21.2	15,450
8	M*A*S*H	21.1	15,380
9	LOU GRANT	21.0	15,310
10	QUINCY, M.E.	20.9	15,240
11	WBC HEAVYWGT CHAMPIONSHIP(S)	19.7	14,360
12	HAPPY DAYS	19.5	14,220
13	PROJECT U.F.O.#	19.3	14,070
14	CBS WEDNESDAY NIGHT MOVIE#	18.8	13,710
15	CIRCUS OF THE STARS(S)	18.7	13,630
16	STARSKY AND HUTCH	18.6	13,560
17	BARNABY JONES	18.3	13,340
17	BIG EVENT	18.3	13,340
19	ROCKFORD FILES	18.1	13,190

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING									
ABC MINUTE MAGAZINE	14		173		95	A	8.5	21	620
2 SUN. 7.58P 1 ABC N						B	14.3	23	1042
ABC MONDAY NIGHT BASEBALL	5	189		99		A	10.4	18	758
1 MON. 8.30P 150 ABC SE						B	12.3	20	897
ABC MONDAY NIGHT BASEBALL	1		190		99	A	11.8	23	860
2 MON. 8.00P 136 ABC SE						B	11.8	23	860
ABC NEWS-REASONER/WALTERS	169	196	193	99	99	A	7.5	19	547
M-F 6.30P 30 ABC N						B	9.6	19	700
ABC NEWSBRIEF-M-F	179	176	172	96	91	A	14.7	27	1072
1 MON. 8.28P 1 ABC N						B	18.1	29	1319
1 TU&TH 9.58P 1									
1 W & F 8.58P 1									
2 MON. 10.17P 1									
2 TU-TH 9.58P 1									
2 FRI. 9.09P 1									
ABC NEWSBRIEF-SAT.	36	186	185	96	97	A	13.3	29	970
1 SAT. 8.58P 1 ABC N						B	19.0	34	1385
2 SAT. 9.58P 1									
ABC NEWSBRIEF-SUN.	35	187	188	97	97	A	11.1	24	809
1 SUN. 7.58P 1 ABC N						B	18.1	28	1319
2 SUN. 8.58P 1									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
BABY, I'M BACK	2	177	184	96	96	A	10.6	25	773
SAT. 8.30P 30 CBS CS						B	10.6	25	773
BARBARA WALTERS SPECIAL(S)		196		99		A	23.7	40	1728
1 TUE. 10.00P 60 ABC DN									
BARETTA	12	174		94		A	13.1	25	955
1 THU. 10.00P 60 ABC OP						B	14.2	26	1035
BARETTA-11:30PM	32	154	155	93	93	A	6.3	20	459
1 FRI. 11.30P 65 ABC OP						B	7.1	23	518
2 FRI. 11.30P 66									
BARNABY JONES	28	177	186	97	96	A	18.3	35	1334
THU. 10.00P 60 CBS PD						B	20.4	36	1487
BARNEY MILLER	32	183	185	97	97	A	15.2	29	1108
THU. 9.00P 30 ABC CS						B	20.8	33	1516
BIG EVENT-TUE. (B)			133		72	A	12.2	22	889
2 TUE. 9.00P 112 NBC FV									
BIG EVENT	34	203	206	99	99	A	18.3	34	1334
1 SUN. 9.00P 120 NBC FV						B	19.6	31	1429
2 SUN. 8.00P 180									
BILLION DOLLAR BUBBLE(S)			182		93	A	9.0	17	656
2 THU. 10.00P 60 NBC GD									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
ABC SATURDAY EVENING NEWS	24	117	114	68	67	A	3.4	10	248
SAT. 6.30P 30 ABC N						B	5.4	12	394
ABC SUNDAY NIGHT MOVIE	26		192		99	A	16.0	30	1166
2 SUN. 9.00P 111 ABC FF						B	21.0	34	1531
ABC THEATRE(S)		192		99		A	14.1	26	1028
1 SUN. 8.00P 194 ABC GD									
ABC THEATRE PART I(S)		190		99		A	11.8	23	860
1 FRI. 9.00P 120 ABC GD									
ABC THEATRE PART II(S)		192		99		A	13.0	26	948
1 SAT. 9.00P 120 ABC GD									
ABC WEEKEND NEWS-SATURDAY	34	141	143	88	88	A	6.4	15	467
SAT. 11.00P 15 ABC N						B	7.9	17	576
ABC WEEKEND NEWS-SUNDAY	32		150		93	A	6.1	13	445
2 SUN. 11.00P 15 ABC N						B	6.1	14	445
ABC WEEKEND NEWS-SUN (B)		116		75		A	4.4	11	321
1 SUN. 11.14P 15 ABC N									
ALICE	28		192		98	A	16.3	30	1188
2 SUN. 10.30P 30 CBS CS						B	22.5	34	1640
ALL IN THE FAMILY	32	194	192	98	98	A	17.6	31	1283
1 SUN. 9.00P 30 CBS CS						B	23.2	35	1691
2 SUN. 10.00P 30									
AMERICA SALUTES R RODGERS(S)		185		99		A	10.4	21	758
1 SAT. 9.00P 120 CBS PS									
ARE YOU A MISSING HEIR(S)			174		98	A	16.8	32	1225
2 THU. 10.00P 60 ABC DO									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
BIONIC WOMAN	24	204	207	98	98	A	12.5	31	911
SAT. 8.00P 60 NBC A						B	16.4	30	1196
BOB NEWHART SHOW	24	181	181	98	94	A	11.4	29	831
SAT. 8.00P 30 CBS CS						B	16.0	29	1166
BOY NAMED CHARLIE BROWN(S)		185		96		A	13.4	25	977
1 MON. 8.00P 90 CBS EA									
CARTER COUNTRY	6	183	163	97	94	A	21.2	36	1545
TUE. 9.30P 30 ABC CS						B	21.0	34	1531
CBS EVENING NEWS-CRONKITE	170	196	198	98	99	A	11.7	30	853
M-F 6.30P 30 CBS N						B	14.6	29	1064
CBS EVENING NEWS(B)			118		64	A	4.4	13	321
2 SUN. 6.30P 30 CBS N									
CBS EVENING NEWS	23	173		89		A	8.3	24	605
1 SUN. 6.30P 30 CBS N						B	9.5	19	693
CBS FAMILY FILM CLASSICS	3	177	162	95	91	A	10.6	21	773
TUE. 8.00P 60 CBS FF						B	10.8	21	787
CBS NEWS SPECIAL(S)			138		90	A	8.5	16	620
2 WED. 8.00P 60 CBS DN									
CBS SAT. NEWS-SCHIEFFER	34	154	154	89	89	A	8.6	26	627
SAT. 6.30P 30 CBS N						B	10.7	23	780
CBS SATURDAY NIGHT MOVIE	2		185		99	A	14.8	32	1079
2 SAT. 9.00P 112 CBS FF						B	13.2	28	962
CBS SUNDAY NEWS-BRADLEY	34	131	134	77	78	A	7.0	16	510
1 SUN. 11.10P 15 CBS N						B	7.6	17	554
2 SUN. 11.00P 15									

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
CBS TUESDAY NIGHT MOVIES	13		127		83	A	10.9	19	795
2 TUE. 9.00P 120 CBS FF						B	16.5	27	1203
CBS WEDNESDAY NIGHT MOVIE	26	184		97		A	18.8	33	1371
1 WED. 9.00P 120 CBS FF						B	17.8	29	1298
CHARLIE'S ANGELS	32		201		99	A	25.8	44	1881
2 WED. 9.00P 60 ABC PD						B	24.3	38	1771
CHICO AND THE MAN	16	169	182	90	90	A	9.1	20	663
FRI. 8.30P 30 NBC CS						B	13.6	24	991
CHIPS	4	196	197	95	96	A	14.5	30	1057
THU. 8.00P 60 NBC OP						B	13.6	27	991
CIRCUS OF THE STARS(S)			187		99	A	18.7	38	1363
2 SUN. 8.00P 120 CBS GV									
CLASS OF '65	14	180		93		A	13.0	24	948
1 THU. 10.00P 60 NBC GD						B	17.1	29	1247
COUNTRY NIGHT OF STARS 2(S)		202		99		A	17.3	29	1261
1 TUE. 9.00P 120 NBC PC									
C.P.O. SHARKEY	2	166	177	90	91	A	9.5	23	693
FRI. 8.00P 30 NBC CS						B	9.5	23	693
DAN HAGGERTY GOES-CIRCUS(S)		187		96		A	11.1	22	809
JAMES AT 16	16	177	175	92	93	A	12.8	24	933
THU. 9.00P 60 NBC GD						B	13.6	22	991
JEFFERSONS	1		138		90	A	13.9	29	1013
2 MON. 8.00P 30 CBS CS						B	13.9	29	1013
LATE MOVIE I	160	162	160	89	88	A	5.8	25	423
1 MON. 11.30P 104 CBS FF						B	6.2	26	452
1 TUE. 12.00M 103									
1 WED. 11.30P 70									
THU. 11.30P 37									
1 FRI. 11.48P 101									
2 MON. 11.30P 101									
2 TUE. 11.30P 103									
2 WED. 12.10A 69									
2 FRI. 11.30P 100									
LATE MOVIE II	90	164	160	90	88	A	4.0	26	292
1 TUE. 1.43A 32 CBS FF						B	4.5	28	328
1 WED. 12.40A 56									
1 THU. 12.07A 58									
2 TUE. 1.13A 25									
2 WED. 1.19A 57									
2 THU. 12.07A 61									
LAVERNE AND SHIRLEY	31	209	212	99	99	A	21.5	41	1567

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
1 TUE. 8.00P 60 NBC GV									
DEAN MARTIN CELEB.ROAST(S)		198		97		A	12.9	23	940
1 WED. 10.00P 60 NBC GV									
EIGHT IS ENOUGH	30	200	189	99	97	A	16.0	31	1166
WED. 8.00P 60 ABC CS						B	21.3	34	1553
FANTASY ISLAND	14		190		99	A	16.2	35	1181
2 SAT. 10.00P 60 ABC A						B	20.3	39	1480
FISH	5	185	177	97	96	A	14.8	27	1079
THU. 9.30P 30 ABC CS						B	16.0	27	1166
GOOD TIMES	1		146		91	A	13.7	27	999
2 MON. 8.30P 30 CBS CS						B	13.7	27	999
HAPPY DAYS	34	207	210	99	99	A	19.5	40	1422
TUE. 8.00P 30 ABC CS						B	29.9	48	2180
HARDY BOYS/NANCY DREW	27		178		95	A	7.6	19	554
2 SUN. 7.00P 60 ABC SM						B	15.5	26	1130
HAWAII FIVE-O	25	183	183	98	95	A	17.5	32	1276
THU. 9.00P 60 CBS OP						B	20.1	32	1465
HEADLINERS-DAVID FROST	2	191	192	96	97	A	12.3	21	897
WED. 9.00P 60 NBC GV						B	12.3	21	897
HUSBANDS, WIVES & LOVERS	5		172		97	A	9.9	18	722
2 FRI. 10.00P 60 CBS CS						B	13.7	25	999
INCREDIBLE HULK	11		181		98	A	14.5	28	1057
2 FRI. 9.00P 60 CBS SF						B	18.7	34	1363
INCREDIBLE HULK(B)		175		98		A	19.3	39	1407
1 WED. 8.00P 60 CBS SF									
TUE. 8.30P 30 ABC CS						B	30.6	48	2231
LIFE-TIMES-GRIZZLY ADAMS	21	207	181	96	95	A	11.9	23	868
WED. 8.00P 60 NBC A						B	17.3	28	1261
LITTLE HOUSE-PRAIRIE	31		206		99	A	17.2	35	1254
2 MON. 8.00P 60 NBC GD						B	23.2	36	1691
LOU GRANT	12	195	195	97	98	A	21.0	37	1531
MON. 10.00P 60 CBS GD						B	19.1	32	1392
LOVE BOAT	17		194		99	A	15.5	34	1130
2 SAT. 9.00P 60 ABC CS						B	21.5	39	1567
MAN FROM ATLANTIS	11		145		84	A	8.7	17	634
2 TUE. 8.00P 60 NBC SF						B	13.0	20	948
M*A*S*H	17	187	198	96	99	A	21.1	36	1538
1 MON. 9.30P 30 CBS CS						B	24.5	37	1786
2 MON. 9.00P 30									
MCNAMARA'S BAND(S)			183		96	A	6.8	18	496
2 SAT. 8.00P 60 ABC CS									
MIDNIGHT SPECIAL	34	192	192	98	98	A	4.0	29	292
FRI. 1.00A 90 NBC PC						B	3.6	26	262
NBA CHAMPIONSHIP GAME-TUE(S)		190		98		A	11.5	20	838
1 TUE. 9.00P 150 CBS SE									
NBA CHAMPIONSHIP GAME-FRI(S)		191		98		A	11.1	22	809
1 FRI. 9.00P 138 CBS SE									
NBA CHAMPIONSHIP GAME 7(S)			197		98	A	15.4	28	1123
2 WED. 9.00P 160 CBS SE									

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
NBC LATE NIGHT MOVIE	34	112	110	64	64	A	3.6	18	262
1 SUN. 11.30P 123 NBC FF						B	3.8	17	277
2 SUN. 11.30P 124									
NBC NEWS UPDATE-M-F	167	167	155	84	78	A	11.3	22	824
1 MON. 8.54P 1 NBC N						B	15.7	25	1145
1 TU-F 8.58P 1									
2 M-F 8.58P 1									
NBC NEWS UPDATE-SAT.	34	182	176	90	89	A	13.4	31	977
SAT. 8.58P 1 NBC N						B	15.8	28	1152
NBC NEWS UPDATE-SUN.	34	184	184	90	90	A	15.3	30	1115
1 SUN. 8.58P 1 NBC N						B	18.1	28	1319
2 SUN. 9.12P 1									
NBC NIGHTLY NEWS-SAT.	33	154	151	84	85	A	5.6	17	408
SAT. 6.30P 30 NBC N						B	7.6	17	554
NBC NIGHTLY NEWS-SUN.	28	146	146	76	77	A	5.4	16	394
SUN. 6.30P 30 NBC N						B	7.2	14	525
NBC NIGHTLY NEWS	169	205	205	99	99	A	9.7	24	707
M-F 6.30P 30 NBC N						B	13.0	25	948
NBC SATURDAY NIGHT MOVIES	35	199	198	98	99	A	14.1	29	1028

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
POLICE STORY-WED	21	175	176	97	97	A	6.4	24	467
WED. 11.30P 63 ABC OP						B	6.3	25	459
POLICE WOMAN	1		175		96	A	14.9	26	1086
2 WED. 10.00P 60 NBC OP						B	14.9	26	1086
PROJECT U.F.O.	9	205		99		A	19.3	39	1407
1 SUN. 8.00P 60 NBC SF						B	20.9	33	1524
QUINCY, M.E.	31	211	196	99	98	A	20.9	39	1524
FRI. 10.00P 60 NBC OP						B	18.7	33	1363
RHODA	24	188		98		A	13.8	29	1006
1 SUN. 8.00P 30 CBS CS						B	19.6	31	1429
ROCKFORD FILES	30	210	202	99	98	A	18.1	35	1319
FRI. 9.00P 60 NBC PD						B	17.8	30	1298
ROLL OF THUNDER PART I(S)		200		99		A	11.9	27	868
1 FRI. 8.00P 60 ABC GD									
ROLL OF THUNDER PART II(S)		200		99		A	11.5	27	838
1 SAT. 8.00P 60 ABC GD									
ROLL OF THUNDER PART III(S)		200		99		A	9.8	24	714
1 SUN. 7.00P 60 ABC GD									
SATURDAY NIGHT	22		198		98	A	11.6	40	846

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
1 SAT. 9.00P 109 NBC FF						B	16.5	30	1203
2 SAT. 9.00P 120									
NEWSBREAK-M-F	175	161	149	90	85	A	12.4	24	904
1 MON. 8.54P 1 CBS N						B	15.1	24	1101
1 TUWF 8.58P 1									
1 THU. 8.57P 1									
2 M-F 8.58P 1									
NEWSBREAK-SAT.	35	169	165	92	90	A	9.9	23	722
SAT. 8.58P 1 CBS N						B	13.7	25	999
NEWSBREAK-SUN.	35	173	181	93	94	A	14.3	29	1042
1 SUN. 8.57P 2 CBS N						B	19.2	30	1400
2 SUN. 7.58P 1									
1968: A CRACK IN TIME(S)			197		99	A	10.7	24	780
2 SUN. 8.00P 60 ABC DO									
ON OUR OWN	23	186		97		A	14.2	28	1035
1 SUN. 8.30P 30 CBS CS						B	19.1	29	1392
ONE DAY AT A TIME	13		192		99	A	26.9	47	1961
2 MON. 9.30P 30 CBS CS						B	23.9	36	1742
OPERATION PETTICOAT	4	186	186	97	96	A	14.7	29	1072
THU. 8.30P 30 ABC CS						B	14.4	29	1050
OUR TOWN(S)			202		98	A	9.3	17	678
2 MON. 9.00P 120 NBC GD									
POLICE STORY-MON(B)		72		45		A	2.3	8	168
1 MON. 11.30P 67 ABC OP									
POLICE STORY-MON	1		168		96	A	4.1	20	299
2 MON. 12.02A 68 ABC OP						B	4.1	20	299

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 SAT. 11.30P 85 NBC GV						B	9.6	31	700
60 MINUTES	37	200	206	99	99	A	15.1	38	1101
SUN. 7.00P 60 CBS DN						B	23.2	40	1691
SOAP-MON	1		170		96	A	6.6	21	481
2 MON. 11.30P 32 ABC CS						B	6.6	21	481
SOAP-TUE	1		166		95	A	7.5	24	547
2 TUE. 11.30P 32 ABC CS						B	7.5	24	547
STARSKY AND HUTCH	17	196	167	97	96	A	18.6	33	1356
1 WED. 9.00P 120 ABC OP						B	19.5	33	1422
2 WED. 10.00P 60									
STARSKY AND HUTCH-11:30	20	177	177	97	97	A	7.5	29	547
THU. 11.30P 66 ABC OP						B	6.9	27	503
SUGAR TIME	5	178		97		A	9.1	19	663
1 MON. 8.00P 30 ABC CS						B	11.2	20	816
THREE'S COMPANY	34	197	176	99	96	A	25.2	44	1837
TUE. 9.00P 30 ABC CS						B	27.9	42	2034
TOMA	18	162	162	95	95	A	4.5	27	328
1 THU. 12.36A 39 ABC OP						B	4.3	27	313
2 THU. 12.36A 42									
TOMORROW SHOW	136	173	173	97	97	A	2.5	20	182
M-TH 1.00A 45 NBC CC						B	2.6	21	190
TONIGHT SHOW	170	212	211	99	98	A	8.1	31	590
1 MON. 11.30P 76 NBC GV						B	8.1	31	590
1 TUE. 11.30P 78									
1 W-F 11.30P 75									
CONT'D									

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
TONIGHT SHOW-CONT'D									
2 MON. 11.30P 77									
2 TU-F 11.30P 75									
TONY AWARDS(S)		194		99		A	15.0	27	1094
1 SUN. 9.30P 100 CBS AC									
TUESDAY MOVIE OF THE WEEK	1		163		94	A	3.5	18	255
2 TUE. 12.02A 62 ABC FF						B	3.5	18	255
TUESDAY MOVIE OF THE WEEK	29	171		96		A	5.3	23	386
1 TUE. 11.30P 99 ABC FF						B	5.7	24	416
20/20	1		193		98	A	12.4	22	904
2 TUE. 10.00P 60 ABC DN						B	12.4	22	904
USO TRIBUTE TO BOB HOPE(S)		210		99		A	27.1	47	1976
1 MON. 8.00P 180 NBC GV									
WALTONS	31	197	194	99	96	A	11.9	25	868
THU. 8.00P 60 CBS GD						B	19.7	32	1436
WBC HEAVYWGT CHAMPIONSHIP(S)			202		99	A	19.7	40	1436
2 FRI. 8.00P 180 ABC SE									
WED. MYSTERY OF THE WEEK	32	157	157	93	92	A	3.3	20	241
1 WED. 12.33A 60 ABC SM						B	3.3	23	241
CBS MID-DAY NEWS-EDWARDS	168	173	173	90	90	A	4.9	23	357
M-F 11.55A 4 CBS N						B	5.6	25	408
CBS MORNING NEWS	170	177	176	96	96	A	1.7	15	124
M-F 7.15A 45 CBS N						B	2.1	16	153
DAYS OF OUR LIVES	169	206	206	99	99	A	6.7	27	488
M-F 1.30P 60 NBC DD						B	6.9	25	503
DAYTIME EMMY AWARDS(S)			193		99	A	9.6	33	700
2 WED. 3.00P 92 ABC AC									
DOCTORS	166	200	199	98	98	A	5.9	24	430
M-F 2.30P 30 NBC DD						B	6.5	24	474
EDGE OF NIGHT	162	165	164	89	88	A	5.1	19	372
1 M-F 4.00P 30 ABC DD						B	5.3	17	386
2 MTUTHF 4.00P 30									
FAMILY FEUD	168	183	183	98	98	A	7.6	36	554
M-F 11.30A 30 ABC QP						B	8.4	37	612
FOR RICHER, FOR POORER	113	158	155	81	80	A	3.2	14	233
M-F 1.00P 30 NBC DD						B	3.7	14	270
GENERAL HOSPITAL	93	187	187	98	98	A	6.7	26	488
1 M-F 3.00P 60 ABC DD						B	7.1	24	518
2 MTUTHF 3.00P 60									

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2 WED. 12.33A 62									
WEEKEND(S)		196		96		A	6.3	23	459
1 SAT. 11.30P 90 NBC DN									
WELCOME BACK,KOTTER	34	186	194	97	97	A	13.9	30	1013
THU. 8.00P 30 ABC CS						B	19.4	33	1414
WONDER WOMAN	31	178	173	95	93	A	11.5	26	838
FRI. 8.00P 60 CBS SF						B	15.1	27	1101
WONDERFUL WORLD OF DISNEY	32	208	210	99	99	A	10.9	27	795
SUN. 7.00P 60 NBC FV						B	16.3	28	1188
•WEEKDAY DAYTIME									
ABC AFTERSCHOOL SPECIAL(S)		179		95		A	5.7	19	416
1 WED. 4.30P 60 ABC FV									
ALL IN THE FAMILY M-F	132	194	194	98	98	A	6.8	25	496
M-F 3.30P 30 CBS CS						B	8.3	27	605
ALL MY CHILDREN	169	186	185	98	98	A	7.5	31	547
M-F 1.00P 60 ABC DD						B	8.3	31	605
ANOTHER WORLD	166	206	205	99	99	A	7.3	28	532
M-F 3.00P 60 NBC DD						B	8.5	29	620
AS THE WORLD TURNS	166	201	200	99	99	A	7.4	30	539
M-F 1.30P 60 CBS DD						B	8.5	31	620
CAPTAIN KANGAROO	169	187	188	99	99	A	2.7	18	197
M-F 8.00A 60 CBS C						B	3.5	21	255
CARD SHARKS	30	162	163	90	90	A	4.2	26	306
M-F 10.00A 30 NBC QG						B	4.2	26	306
GONG SHOW	119	172	168	86	85	A	4.5	20	328
M-F 12.30P 30 NBC QG						B	4.7	19	343
GOOD MORNING, AMERICA-730	170	183	177	97	94	A	2.6	21	190
M-F 7.30A 30 ABC N						B	3.0	21	219
GOOD MORNING, AMERICA-830	170	184	183	93	94	A	3.3	22	241
M-F 8.30A 30 ABC N						B	3.6	22	262
GUIDING LIGHT	136	192	192	99	99	A	6.9	27	503
M-F 2.30P 60 CBS DD						B	7.8	28	569
HAPPY DAYS M-F	168	169	166	95	95	A	6.1	32	445
1 M-F 11.00A 30 ABC CS						B	6.2	30	452
2 MTUTHF 11.00A 30									
2 WED. 11.16A 14									
HOLLYWOOD SQUARES	165	186	186	94	94	A	5.0	29	365
M-F 10.30A 30 NBC QP						B	5.3	27	386
LOVE OF LIFE	168	187	187	97	97	A	5.2	25	379
M-F 11.30A 30 CBS DD						B	5.8	26	423
MAGAZINE(S)		190		98		A	3.8	25	277
1 THU. 10.00A 60 CBS DN									
MATCH GAME '78	105	152	150	83	81	A	5.0	19	365
1 M-F 4.00P 30 CBS QP						B	5.8	18	423
2 MTUWF 4.00P 30									
NEW HIGH ROLLERS	30	197	195	98	98	A	5.1	27	372
M-F 11.00A 30 NBC QG						B	5.1	28	372
ONE LIFE TO LIVE	95	187	187	99	99	A	6.7	27	488
M-F 2.00P 60 ABC DD						B	7.0	26	510

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D									
PASS THE BUCK	42	154	155	83	83	A	3.2	20	233
1 MTUWF 10.00A 30 CBS QG						B	3.1	19	226
2 M-F 10.00A 30									
PRICE IS RIGHT 1	108	180	181	92	92	A	4.7	27	343
1 MTUWF 10.30A 30 CBS AP						B	5.6	28	408
2 M-F 10.30A 30									
PRICE IS RIGHT 2	113	178	180	92	92	A	5.2	28	379
M-F 11.00A 30 CBS AP						B	6.1	29	445
RAZZMATAZZ(S)			185		96	A	5.9	20	430
2 THU. 4.00P 30 CBS DN									
RYAN'S HOPE	169	176	176	95	95	A	6.3	28	459
M-F 12.30P 30 ABC DD						B	6.9	28	503
SANFORD AND SON M-F	30	167	168	84	83	A	3.9	18	284
M-F 12.00N 30 NBC CS						B	3.4	15	248
SEARCH FOR TOMORROW	167	189	190	97	96	A	6.2	28	452
M-F 12.30P 30 CBS DD						B	7.3	30	532
TODAY SHOW-7.30AM	169	214	215	99	99	A	3.9	29	284
M-F 7.30A 30 NBC N						B	4.3	28	313
TODAY SHOW-8.30AM	170	210	211	99	99	A	3.9	29	284
M-F 8.30A 30 NBC N						B	4.7	29	343
$20,000 PYRAMID	95	159	158	87	86	A	4.6	21	335
M-F 12.00N 30 ABC QG						B	5.4	22	394
WHEEL OF FORTUNE	30	200	198	98	98	A	5.9	29	430
M-F 11.30A 30 NBC QG						B	5.7	28	416
YOUNG AND THE RESTLESS	167	194	194	97	97	A	6.8	31	496
M-F 12.00N 30 CBS DD						B	7.7	32	561
•WEEKEND DAYTIME									
ABC WIDE WORLD-SPORTS SAT	29	200	191	99	99	A	6.3	21	459
SAT. 5.00P 90 ABC SA						B	10.0	26	729
ALL NEW SUPERFRIENDS I	36	189	188	98	98	A	3.1	33	226
SAT. 8.00A 30 ABC CA						B	4.0	33	292
ALL NEW SUPERFRIENDS II	36	189	188	98	98	A	4.6	35	335
SAT. 8.30A 30 ABC CA						B	6.1	36	445
AMERICAN BANDSTAND '78	32	167	167	88	88	A	4.3	21	313
SAT. 12.30P 60 ABC PC						B	5.2	21	379
AMERICAN SPORTSMAN	6	185	187	97	98	A	5.4	19	394
SUN. 5.00P 60 ABC SA						B	5.4	18	394
ANIMALS, ANIMALS, ANIMALS	34	140	139	83	84	A	3.3	19	241
SUN. 11.30A 30 ABC CL						B	3.1	15	226
BAGGY PANTS & THE NITWITS	17	197	196	96	95	A	4.0	19	292
SAT. 11.00A 30 NBC CA						B	4.6	20	335
BATMAN/TARZAN ADV I	27	195	194	99	98	A	5.8	27	423
SAT. 10.30A 30 CBS CA						B	8.0	32	583
BATMAN/TARZAN ADV II	27	198	195	99	98	A	7.2	34	525
SAT. 11.00A 30 CBS CA						B	8.9	36	649
BUGS BUNNY/ROAD RUNNER 1	27	198	196	99	99	A	5.8	33	423
SAT. 9.00A 30 CBS CA						B	7.0	32	510
BUGS BUNNY/ROAD RUNNER 2	27	198	197	99	99	A	7.1	35	518
SAT. 9.30A 30 CBS CA						B	8.7	36	634
BUGS BUNNY/ROAD RUNNER 3	27	198	194	99	99	A	7.8	36	569
SAT. 10.00A 30 CBS CA						B	9.4	38	685
CBS SAT. FILM FESTIVAL	29	156	152	86	86	A	3.5	19	255
SAT. 1.30P 30 CBS CL						B	4.3	17	313
CBS SPORTS SPEC. SP. ED(S)			191		97	A	10.9	39	795
2 SAT. 5.00P 60 CBS SE									
CBS SPORTS SPECTACULAR	32	165		91		A	7.5	27	547
1 SAT. 5.00P 60 CBS SA						B	6.9	19	503
DYNOMUTT	2	172	175	91	93	A	4.3	21	313
SAT. 12.00N 30 ABC CA						B	4.3	21	313
FACE THE NATION	34	187	180	99	99	A	2.2	12	160
SUN. 11.30A 30 CBS CC						B	3.0	15	219
FAT ALBERT AND COSBY KIDS	18	197	194	99	99	A	5.9	28	430
SAT. 12.00N 30 CBS CA						B	6.6	29	481
GHOST BUSTERS	35	60	64	51	51	A	1.0	9	73
SUN. 9.00A 30 CBS CL						B	1.3	10	95
GO GO GLOBETROTTERS I	17	202	202	99	99	A	3.5	27	255
SAT. 8.30A 30 NBC CA						B	4.5	26	328
GO GO GLOBETROTTERS II	17	202	202	99	99	A	4.6	28	335
SAT. 9.00A 30 NBC CA						B	5.8	28	423
GO GO GLOBETROTTERS III	17	203	203	99	99	A	5.1	27	372
SAT. 9.30A 30 NBC CA						B	6.1	27	445
GO GO GLOBETROTTERS IV	17	203	203	99	99	A	5.1	25	372
SAT. 10.00A 30 NBC CA						B	5.6	24	408
GREAT GRAPE APE	34	97	93	66	65	A	3.1	18	226
SUN. 11.00A 30 ABC CA						B	3.3	16	241
HONG KONG PHOOEY	17	192	191	97	97	A	2.2	23	160
SAT. 8.00A 30 NBC CA						B	3.1	25	226
IN THE NEWS- 8.26AM	33	193	194	98	98	A	2.6	23	190
SAT. 8.26A 3 CBS N						B	3.3	23	241
IN THE NEWS- 8.56AM	27	192	193	95	95	A	4.1	27	299
SAT. 8.56A 3 CBS N						B	5.0	26	365
IN THE NEWS- 9.56AM	27	197	196	99	99	A	7.8	38	569
SAT. 9.56A 3 CBS N						B	9.2	38	671
IN THE NEWS-10.26AM	36	198	192	99	99	A	7.4	34	539
SAT. 10.26A 3 CBS N						B	8.6	34	627
IN THE NEWS-10.56AM	36	194	193	99	98	A	5.7	27	416
SAT. 10.56A 3 CBS N						B	7.8	31	569

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	HOUSEHOLD AUDIENCES SHARE %	HOUSEHOLD AUDIENCES AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D									
IN THE NEWS-11.26AM	36	198	195	99	98	A	6.8	32	496
SAT. 11.26A 3 CBS N						B	8.4	33	612
IN THE NEWS-11.56AM	36	195	190	97	96	A	5.7	27	416
SAT. 11.56A 3 CBS N						B	7.4	30	539
IN THE NEWS-12.26PM	36	197	194	99	99	A	5.3	25	386
SAT. 12.26P 3 CBS N						B	6.5	26	474
IN THE NEWS-12.56PM	34	194	194	96	96	A	4.8	23	350
SAT. 12.56P 3 CBS N						B	6.6	26	481
IN THE NEWS- 1.26PM	31	163	163	87	87	A	4.3	22	313
SAT. 1.26P 3 CBS N						B	5.2	20	379
IN THE NEWS- 1.56PM	32	157	152	87	86	A	3.3	18	241
SAT. 1.56P 3 CBS N						B	4.2	16	306
IN THE NEWS- 9.26AM	35	60	64	51	51	A	1.0	8	73
SUN. 9.26A 3 CBS N						B	1.6	11	117
IN THE NEWS- 9.56AM	35	60	65	51	55	A	1.2	9	87
SUN. 9.56A 3 CBS N						B	1.8	11	131
ISSUES AND ANSWERS	36	180	173	98	98	A	2.3	14	168
SUN. 12.00N 30 ABC CC						B	2.8	13	204
JABBERJAW	34	93	91	62	61	A	2.6	15	190
SUN. 10.30A 30 ABC CA						B	2.8	14	204
KEMPER OPEN-SAT.(S)		168		89		A	3.9	15	284
1 SAT. 4.00P 60 CBS SE									
KEMPER OPEN-SUN.(S)		189		99		A	6.4	25	467
1 SUN. 3.46P 134 CBS SE									
KROFFT SUPERSHOW '78 I	35	190	190	99	98	A	5.2	25	379
SAT. 11.00A 30 ABC CL						B	7.3	29	532
KROFFT SUPERSHOW '78 II	36	190	190	99	98	A	5.5	27	401
SAT. 11.30A 30 ABC CL						B	7.4	30	539
LADIES PGA CHAMP-SAT(S)			167		90	A	2.9	10	211
2 SAT. 5.11P 79 NBC SE									
LADIES PGA CHAMP-SUN(S)			188		96	A	3.7	15	270
2 SUN. 2.30P 121 NBC SE									
LAND OF THE LOST	17	168	168	85	85	A	3.8	18	277
SAT. 12.00N 30 NBC CL						B	4.5	20	328
MEET THE PRESS	34	197	190	99	97	A	2.6	16	190
SUN. 12.30P 30 NBC CC						B	3.2	15	233
MEMPHIS OPEN-SAT.(S)			171		94	A	2.4	10	175
2 SAT. 4.00P 60 CBS SE									
MEMPHIS OPEN-SUN.(S)			186		99	A	4.4	16	321
2 SUN. 4.00P 150 CBS SE									
NBA CHAMPIONSHIP GAME-SUN	3	194		99		A	8.2	33	598
1 SUN. 1.30P 136 CBS SE						B	7.3	30	532
NBC MAJOR LEAGUE PRE GAME	9	211	205	99	96	A	5.4	26	394
1 SAT. 2.00P 15 NBC SC						B	4.9	23	357
2 SAT. 2.00P 9									
NBC MAJOR LEAGUE BASEBALL	9	211	204	99	96	A	7.6	32	554
1 SAT. 2.15P 148 NBC SE						B	6.8	27	496
2 SAT. 2.09P 182									
SCHOOLHOUSE ROCK- 8.55AM	36	189	188	98	98	A	4.6	33	335
SAT. 8.55A 4 ABC CA						B	5.8	32	423
SCHOOLHOUSE ROCK- 9.55AM	16	191	191	99	99	A	5.3	27	386
SAT. 9.55A 4 ABC CA						B	6.4	28	467
SCHOOLHOUSE ROCK-10.55AM	35	191	189	99	99	A	5.6	26	408
SAT. 10.55A 4 ABC CA						B	7.8	31	569
SCHOOLHOUSE ROCK-11.55AM	36	190	190	99	98	A	5.1	25	372
SAT. 11.55A 4 ABC CA						B	6.6	27	481
SCHOOLHOUSE ROCK-12.25PM	2	172	175	91	93	A	3.9	19	284
SAT. 12.25P 4 ABC CA						B	3.9	19	284
SCHOOLHOUSE ROCK-10.55AM	34	93	91	61	60	A	2.7	15	197
SUN. 10.55A 4 ABC CA						B	2.9	15	211
SCHOOLHOUSE ROCK-11.55AM	34	140	139	83	84	A	3.2	19	233
SUN. 11.55A 4 ABC CA						B	3.1	15	226
SCOOBY'S-LAFF-LYMPICS I	36	191	191	99	99	A	5.0	30	365
SAT. 9.00A 30 ABC CA						B	6.7	33	488
SCOOBY'S-LAFF-LYMPICS II	36	191	191	99	99	A	5.5	29	401
SAT. 9.30A 30 ABC CA						B	8.2	35	598
SCOOBY'S-LAFF-LYMPICS III	36	191	191	99	99	A	5.7	27	416
SAT. 10.00A 30 ABC CA						B	8.4	34	612
SCOOBY'S-LAFF-LYMPICS IV	36	191	189	99	99	A	6.9	32	503
SAT. 10.30A 30 ABC CA						B	8.8	36	642
SECRETS OF ISIS	18	195	190	97	96	A	5.8	28	423
SAT. 11.30A 30 CBS CL						B	6.6	28	481
SPACE ACADEMY	18	194	194	96	96	A	5.1	25	372
SAT. 12.30P 30 CBS CL						B	6.5	28	474
SPACE SENTINELS	17	186	184	92	91	A	3.9	19	284
SAT. 11.30A 30 NBC CA						B	4.8	21	350
SPEED BUGGY	18	193	194	95	95	A	3.5	25	255
SAT. 8.30A 30 CBS CA						B	4.3	24	313
SPORTSWORLD	18	169	172	87	88	A	6.1	23	445
1 SUN. 4.00P 99 NBC SE						B	5.3	17	386
2 SUN. 4.31P 89									
THINK PINK PANTHER	17	206	206	99	99	A	5.2	24	379
SAT. 10.30A 30 NBC CA						B	5.2	22	379
THREE ON THREE	6	145		77		A	2.6	15	190
1 SUN. 1.00P 30 CBS SE						B	3.0	15	219
THREE ROBONIC STOOGES	18	193	194	98	98	A	2.6	25	190
SAT. 8.00A 30 CBS CA						B	3.2	24	233

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WEEKEND DAYTIME CONT'D									
THUNDER	17	149	149	79	79	A	3.3	16	241
SAT. 12.30P 30 NBC CL						B	3.7	16	270
WACKO	26	60	65	51	55	A	1.2	9	87
SUN. 9.30A 30 CBS CL						B	1.6	10	117
WHAT'S NEW, MISTER MAGOO	23	163	163	87	87	A	4.2	22	306
SAT. 1.00P 30 CBS CA						B	5.7	23	416
WLD-RACQUETS CHAMPIONSHIP(S)			173		91	A	3.8	15	277
2 SUN. 3.00P 60 CBS SE									
WORLD INVITATIONAL TENNIS	5	162	154	90	88	A	2.9	11	211
SUN. 3.30P 90 ABC SE						B	2.5	10	182

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					8,460 11.6		14,360 19.7									
ABC TV program					Sugar Time (OP)		ABC Monday Night Baseball "VARIOUS TEAMS & TIMES" (8:30-12:31AM)¤									
ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					6,630 9.1 19 8.4	9.7	7,580 10.4 18 7.1	7.5* 14 * 7.9	9.6	10.5* 18 * 11.4	12.1	11.8* 19 * 11.6	11.6	11.4* 18 * 11.3	10.7	10.6* 18 * 10.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,280 23.7						13,920 19.1		13,920 19.1			
CBS TV program					A Boy Named Charlie Brown (8:00-9:30PM)(R) (OP)						M*A*S*H (R)		Lou Grant (R)			
CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,770 13.4 25 11.2	11.5* 24 * 11.9	13.5	13.8* 26 * 14.2	14.6	14.7* 25 * 14.9	11,740 16.1 26 15.3	16.9	11,230 15.4 25 15.1	15.2* 25 * 15.3	15.4	15.6* 26 * 15.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					33,320 45.7											
NBC TV program					Happy Birthday, Bob (8:00-11:00PM) (OP)											
NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					19,760 27.1 47 19.1	20.3* 43 * 21.5	25.3	25.7* 48 * 26.1	28.1	28.4* 48 * 28.7	28.5	28.5* 46 * 28.4	30.1	30.4* 49 * 30.7	30.3	29.6* 50 * 28.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,690 22.9											
ABC TV program					ABC Monday Night Baseball "VARIOUS TEAMS & TIMES" (8:00-11:05PM)¤									(OP)	(1)	
ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					8,600 11.8 23 9.1	9.5* 21 * 9.8	10.9	11.2* 23 * 11.6	12.2	12.3* 23 * 12.3	12.8	13.1* 23 * 13.3	13.8	12.6		
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,740 16.1		11,370 15.6		22,450 30.8		21,430 29.4		23,470 32.2			
CBS TV program					The Jeffersons (R)		Good Times (R) (OP)		M*A*S*H (R)		One Day at a Time (R)		Lou Grant (R)			
CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					10,130 13.9 29 13.3	14.5	9,990 13.7 27 13.3	14.1	19,030 26.1 46 24.0	28.2	19,610 26.9 47 26.3	27.5	19,320 26.5 49 24.9	25.4* 46 * 26.0	27.3	27.5* 51 * 27.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,480 22.6				14,070 19.3							
NBC TV program					Little House On The Prairie (R)		(OP)		Our Town (9:00-11:00PM)(R)							
NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					12,540 17.2 35 14.8	15.7* 33 * 16.5	18.4	18.7* 37 * 18.9	6,780 9.3 17 12.3	11.0* 20 * 9.8	9.7	9.3* 16 * 8.9	8.7	8.5* 15 * 8.3	8.4	8.5* 16 * 8.5

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	37.8	39.1	39.7	41.8	45.6	49.8	51.9	54.4	58.1	60.5	62.0	62.6	62.3	61.5	59.9	58.0
WK 2	43.3	43.7	44.8	46.8	47.0	49.2	50.3	52.1	55.1	57.5	57.6	57.3	55.8	55.4	54.4	53.0

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) SPORTS FILL, ABC, (10:16-11:00PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,110 22.1		17,200 23.6		21,940 30.1		17,860 24.5		22,160 30.4			
ABC TV program					Happy Days		Laverne and Shirley		Three's Company (R)		Carter Country (OP) (R)		Barbara Walters Special (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %					13,560 18.6 38		15,450 21.2 41		19,250 26.4 46		16,620 22.8 38		17,280 23.7 40	24.0* 40 *		23.5* 41 *
AVG. AUD. BY ¼ HR. %					17.3	19.8	19.9	22.5	25.2	27.6	22.5	23.0	23.1	24.9	24.6	22.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					9,550 13.1				17,130 23.5							
CBS TV program					CBS Family Film Classics (OP) "THE YEARLING" Pt. II (8:00-9:00PM)(R)				NBA Championship Game "SEATTLE VS. WASHINGTON" (9:00-11:30PM)(1)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %					6,710 9.2 18	8.7* 18 *		9.6* 18 *	8,380 11.5 20	7.8* 14 *		9.9* 17 *		11.7* 19 *		12.7* 21 *
AVG. AUD. BY ¼ HR. %					8.9	8.5	9.5	9.7	7.6	7.9	9.6	10.2	11.3	12.1	12.4	13.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,150 15.3				21,940 30.1							
NBC TV program					Dan Haggerty Goes to the Circus (8:00-9:00PM) (OP)				Country Night of Stars 2 (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %					8,090 11.1 22	10.6* 22 *		11.6* 22 *	12,610 17.3 29	15.0* 26 *		17.7* 30 *		18.9* 31 *		17.7* 31 *
AVG. AUD. BY ¼ HR. %					10.1	11.1	11.5	11.7	14.7	15.3	17.3	18.0	18.7	19.1	18.1	17.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,420 23.9		17,640 24.2		19,830 27.2		15,750 21.6		13,410 18.4			
ABC TV program					Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Carter Country (OP) (R)		20/20			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %					14,800 20.3 42		15,820 21.7 41		17,500 24.0 42		14,290 19.6 34		9,040 12.4 22	12.9* 23 *		11.8* 22 *
AVG. AUD. BY ¼ HR. %					19.1	21.5	21.0	22.5	23.1	25.0	20.0	19.2	14.0	11.9	11.7	11.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,520 15.8				13,630 18.7							
CBS TV program					CBS Family Film Classics (OP) "NATIONAL VELVET" Pt. I (8:00-9:00PM)				CBS Tuesday Night Movies "THE SPIKES GANG" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %					8,750 12.0 24	10.8* 22 *		13.1* 25 *	7,950 10.9 19	10.0* 18 *		10.8* 19 *		11.5* 20 *		11.1* 20 *
AVG. AUD. BY ¼ HR. %					10.0	11.6	13.0	13.3	9.9	10.2	10.9	10.7	11.5	11.5	11.1	11.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					8,680 11.9				14,070 19.3							
NBC TV program					Man From Atlantis (OP)				Big Event (R) "SNOWBEAST" (9:00-10:52PM)(R)							(2)
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %					6,340 8.7 17	8.2* 17 *		9.2* 17 *	8,890 12.2 22	9.1* 16 *		11.7* 20 *		14.0* 25 *		14.8* 27 *
AVG. AUD. BY ¼ HR. %					8.1	8.2	9.0	9.4	8.6	9.5	11.2	12.1	13.6	14.4	15.2	14.0

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	43.6	43.9	44.5	45.2	47.5	49.3	50.5	53.9	55.9	58.3	58.6	59.9	59.9	61.1	59.5	56.4
WK 2	41.6	41.9	43.4	45.1	46.9	50.5	52.4	54.1	55.5	57.5	57.3	58.0	56.6	56.3	55.8	53.9

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) PROMO FILL, NBC, (10:52-11:00PM)(SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. WED. MAY 31, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					14,220 19.5				20,850 28.6							
ABC TV programs					← Eight Is Enough (R) →			(OP)	← Starsky & Hutch (R) →							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,990 13.7 27 12.4	12.8* 27 * 13.2	14.3	14.6* 28 * 15.0	12,980 17.8 31 16.3	17.0* 31 * 17.6	19.3	19.1* 33 * 18.9	18.0	18.0* 31 * 17.9	17.7	17.2* 30 * 16.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,860 24.5				20,560 28.2							
CBS TV programs					← Incredible Hulk (R) →			(OP)	← CBS Wednesday Night Movie "DEATH MOON" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					14,070 19.3 39 16.8	17.6* 37 * 18.5	20.5	20.9* 40 * 21.3	13,710 18.8 33 17.3	17.6* 32 * 17.9	18.8	19.1* 33 * 19.3	19.8	19.7* 34 * 19.5	19.3	18.8* 33 * 18.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					9,700 13.3				12,830 17.6				12,900 17.7			
NBC TV programs					← Life and Times of Grizzly Adams (R) →			(OP)	← Headliners with David Frost →				Dean Martin Celebrity Roast (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					7,360 10.1 20 9.5	9.8* 21 * 10.1	10.1	10.4* 20 * 10.6	8,970 12.3 22 11.9	12.4* 23 * 12.8	12.1	12.2* 21 * 12.2	9,400 12.9 23 11.7	12.2* 21 * 12.6	13.7	13.7* 24 * 13.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,790 24.4				23,840 32.7				18,520 25.4			
ABC TV programs					← Eight Is Enough (R) →				← Charlie's Angels (R) →			(OP)	← Starsky & Hutch (R) →			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					13,340 18.3 34 16.2	17.1* 33 * 18.0	19.0	19.5* 35 * 19.9	18,810 25.8 44 22.6	24.1* 42 * 25.7	27.1	27.4* 46 * 27.8	14,650 20.1 35 21.4	20.7* 36 * 20.0	19.9	19.4* 34 * 18.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					8,970 12.3				21,650 29.7							
CBS TV programs					← CBS News Special "WHAT'S HAPPENED TO CAMBODIA?" (8:00-9:00PM) →			(OP)	← NBA Championship Game 7 "WASHINGTON VS. SEATTLE" (9:00-11:40PM)(1) →							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					6,200 8.5 16 8.8	8.4* 16 * 8.1	8.5	8.6* 16 * 8.7	11,230 15.4 28 12.3	12.5* 23 * 12.8	13.5	14.0* 24 * 14.4	14.4	14.9* 26 * 15.5	16.2	16.5* 28 * 16.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					13,050 17.9				12,980 17.8				14,140 19.4			
NBC TV programs					← Life and Times of Grizzly Adams (R) →			(OP)	← Headliners with David Frost →				← Police Woman (R) →			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,910 13.6 25 12.0	12.4* 24 * 12.9	14.6	14.7* 27 * 14.9	8,970 12.3 21 13.3	12.8* 22 * 12.4	11.9	11.7* 20 * 11.4	10,860 14.9 26 13.5	14.2* 25 * 14.9	15.3	15.7* 28 * 16.1

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	42.8	44.2	43.3	44.8	46.2	49.2	51.6	53.4	53.5	56.2	57.9	58.6	57.9	58.0	57.3	55.5
WK 2	46.3	46.8	48.2	49.3	50.5	52.6	54.7	55.7	56.1	57.8	59.2	60.1	57.9	57.6	57.2	56.1

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. WED. JUN. 7, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JUN. 1, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)					11,740 16.1		12,390 17.0		11,150 15.3		11,370 15.6		12,390 17.0			
ABC TV — Program					Welcome Back, Kotter (R)		Operation Petticoat (R)		Barney Miller (R)		Fish (R)	(OP)	Baretta (R) →			
AVERAGE AUDIENCE (Households (000) & %)					9,770 13.4		10,570 14.5		10,210 14.0		10,060 13.8		9,550 13.1	12.7*		13.5*
SHARE OF AUDIENCE %					30		30		27		25		25	24 *		26 *
AVG. AUD. BY ¼ HR. %					12.3	14.5	14.4	14.7	13.7	14.3	13.4	14.2	12.7	12.7	13.5	13.5
CBS TV — TOTAL AUDIENCE (Households (000) & %)					11,740 16.1				16,550 22.7				15,750 21.6			
CBS TV — Program					← The Waltons (R) → (OP)				← Hawaii Five-0 (R) →				← Barnaby Jones (R) →			
AVERAGE AUDIENCE (Households (000) & %)					8,380 11.5	10.5*		12.6*	12,250 16.8	15.7*		18.0*	12,830 17.6	17.6*		17.6*
SHARE OF AUDIENCE %					25	23 *		26 *	32	31 *		33 *	33	33 *		33 *
AVG. AUD. BY ¼ HR. %					10.5	10.6	11.9	13.2	15.2	16.1	17.6	18.3	17.5	17.7	17.8	17.3
NBC TV — TOTAL AUDIENCE (Households (000) & %)					13,270 18.2				12,030 16.5				12,610 17.3			
NBC TV — Program					← Chips (R) → (OP)				← James at 16 →				What Really Happened to the Class of '65 (R) →			
AVERAGE AUDIENCE (Households (000) & %)					10,130 13.9	13.0*		14.8*	8,820 12.1	11.7*		12.5*	9,480 13.0	12.9*		13.2*
SHARE OF AUDIENCE %					30	29 *		31 *	23	23 *		23 *	24	24 *		25 *
AVG. AUD. BY ¼ HR. %					12.5	13.6	14.6	14.9	11.7	11.8	12.1	12.9	12.7	13.1	13.1	13.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)					12,100 16.6		12,100 16.6		13,340 18.3		12,540 17.2		16,260 22.3			
ABC TV — Program					Welcome Back, Kotter (R)		Operation Petticoat (R)		Barney Miller (R)		Fish (R)	(OP)	Are You a Missing Heir (10:00-11:00PM) →			
AVERAGE AUDIENCE (Households (000) & %)					10,420 14.3		10,860 14.9		11,960 16.4		11,450 15.7		12,250 16.8	16.3*		17.3*
SHARE OF AUDIENCE %					30		29		30		28		32	31 *		33 *
AVG. AUD. BY ¼ HR. %					14.0	14.6	14.5	15.4	16.1	16.8	15.7	15.8	16.1	16.5	17.4	17.3
CBS TV — TOTAL AUDIENCE (Households (000) & %)					12,250 16.8				16,550 22.7				17,350 23.8			
CBS TV — Program					← The Waltons (R) → (OP)				← Hawaii Five-0 (R) →				← Barnaby Jones (R) →			
AVERAGE AUDIENCE (Households (000) & %)					8,970 12.3	11.2*		13.5*	13,270 18.2	17.0*		19.4*	13,850 19.0	18.8*		19.2*
SHARE OF AUDIENCE %					25	23 *		26 *	33	32 *		35 *	36	35 *		37 *
AVG. AUD. BY ¼ HR. %					10.8	11.5	12.8	14.2	16.6	17.5	19.1	19.7	18.7	18.9	19.4	19.0
NBC TV — TOTAL AUDIENCE (Households (000) & %)					14,730 20.2				12,760 17.5				9,190 12.6			
NBC TV — Program					← Chips (R) → (OP)				← James at 16 →				Billion Dollar Bubble (10:00-11:00PM) →			
AVERAGE AUDIENCE (Households (000) & %)					11,010 15.1	14.4*		15.8*	9,770 13.4	12.8*		14.0*	6,560 9.0	9.5*		8.4*
SHARE OF AUDIENCE %					30	30 *		30 *	24	24 *		25 *	17	18 *		16 *
AVG. AUD. BY ¼ HR. %					13.5	15.2	16.4	15.3	12.7	12.8	14.0	14.0	10.1	9.0	8.4	8.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	39.1	40.8	41.3	41.8	43.8	45.8	46.7	49.3	50.3	51.8	53.7	56.5	54.0	54.0	53.4	52.2
WK 2	44.0	45.4	46.2	47.4	47.4	48.9	51.2	52.5	53.1	54.5	56.0	56.3	53.7	52.9	52.6	51.3

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. THU. JUN. 8, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	11,810 16.2				13,850 19.0							
Program	Roll of Thunder, Hear My Cry Part I (8:00-9:00PM)				(OP) ABC Theatre Part I "ELEANOR AND FRANKLIN" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000) & %)	8,680 11.9	11.2*		12.6*	8,600 11.8	11.2*		11.8*		12.0*		12.2*
SHARE OF AUDIENCE %	27	27 *		28 *	23	23 *		22 *		22 *		23 *
AVG. AUD. BY ¼ HR. %	11.2	11.2	12.4	12.8	11.3	11.2	12.1	11.5	12.0	12.0	12.3	12.1
CBS TV TOTAL AUDIENCE (Households (000) & %)	12,610 17.3				16,110 22.1							
Program	Wonder Woman (R)			(OP)	NBA Championship Game "WASHINGTON VS. SEATTLE" (9:00-11:18PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)	9,040 12.4	11.2*		13.5*	8,090 11.1	9.7*		10.2*		11.3*		11.7*
SHARE OF AUDIENCE %	28	27 *		29 *	22	20 *		20 *		21 *		22 *
AVG. AUD. BY ¼ HR. %	10.5	12.0	13.1	14.0	10.1	9.2	9.8	10.7	11.1	11.4	11.5	11.9
NBC TV TOTAL AUDIENCE (Households (000) & %)	8,750 12.0		7,800 10.7		20,780 28.5				21,800 29.9			
Program	C.P.O. Sharkey (R)		Chico and The Man	(OP)	Rockford Files (R)				Quincy, M.E. (R)			
AVERAGE AUDIENCE (Households (000) & %)	7,440 10.2		6,710 9.2		16,110 22.1	20.2*		23.9*	17,860 24.5	23.8*		25.3*
SHARE OF AUDIENCE %	24		20		44	41 *		45 *	46	45 *		47 *
AVG. AUD. BY ¼ HR. %	10.0	10.3	8.9	9.5	18.5	22.0	23.4	24.4	23.2	24.4	25.3	25.2

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	25,440 34.9											
Program	WBC Heavyweight Championship (OP) (8:00-11:00PM)											
AVERAGE AUDIENCE (Households (000) & %)	14,360 19.7	12.6*		15.2*		17.7*		20.7*		25.0*		27.0*
SHARE OF AUDIENCE %	40	33 *		34 *		36 *		39 *		46 *		48 *
AVG. AUD. BY ¼ HR. %	11.6	13.7	14.6	15.8	17.2	18.2	20.0	21.4	24.5	25.5	26.6	27.5
CBS TV TOTAL AUDIENCE (Households (000) & %)	11,520 15.8				13,270 18.2				9,550 13.1			
Program	Wonder Woman (R)			(OP)	Incredible Hulk (R)				Husbands, Wives & Lovers			
AVERAGE AUDIENCE (Households (000) & %)	7,650 10.5	9.0*		12.0*	10,570 14.5	13.6*		15.3*	7,220 9.9	10.1*		9.6*
SHARE OF AUDIENCE %	24	22 *		26 *	28	27 *		29 *	18	19 *		18 *
AVG. AUD. BY ¼ HR. %	8.5	9.5	11.6	12.5	13.4	13.8	15.0	15.7	10.3	9.9	9.7	9.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,730 10.6		8,090 11.1		13,630 18.7				15,530 21.3			
Program	C.P.O. Sharkey (R)		Chico and The Man	(OP)	Rockford Files (R)				Quincy, M.E. (R)			
AVERAGE AUDIENCE (Households (000) & %)	6,340 8.7		6,560 9.0		10,280 14.1	13.6*		14.5*	12,610 17.3	16.9*		17.7*
SHARE OF AUDIENCE %	22		20		27	27 *		27 *	32	31 *		32 *
AVG. AUD. BY ¼ HR. %	8.3	9.2	8.3	9.6	13.5	13.7	14.6	14.4	16.2	17.6	17.6	17.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	39.1	39.8	40.4	41.1	41.5	42.6	44.2	46.7	48.3	49.4	51.8	53.3	52.9	53.8	53.9	53.6
WK 2	37.6	38.5	39.0	40.0	39.4	41.4	43.7	47.3	49.2	50.3	52.8	53.8	53.8	54.6	54.5	54.9

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JUN. 3, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					11,590				14,800							
TOTAL AUDIENCE (%)					15.9				20.3							
Program					Roll of Thunder, Hear My Cry Part II (8:00-9:00PM)			(OP)	ABC Theatre Part II "ELEANOR AND FRANKLIN" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000))					8,380				9,480							
AVERAGE AUDIENCE (%)					11.5	11.0*		12.0*	13.0	12.0*		12.9*		13.5*		13.6*
SHARE OF AUDIENCE %					27	27 *		27 *	26	25 *		26 *		26 *		28 *
AVG. AUD. BY ¼ HR. %					10.9	11.1	11.9	12.1	11.7	12.3	12.7	13.1	13.6	13.5	13.9	13.4
CBS TV TOTAL AUDIENCE (Households (000))					9,990		8,890		14,650							
TOTAL AUDIENCE (%)					13.7		12.2		20.1							
Program					Bob Newhart Show (R)		Baby, I'm Back (R)	(OP)	America Salutes Richard Rodgers (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					8,460		7,580		7,580							
AVERAGE AUDIENCE (%)					11.6		10.4		10.4	11.2*		10.5*		10.0*		10.1*
SHARE OF AUDIENCE %					28		24		21	24 *		21 *		20 *		21 *
AVG. AUD. BY ¼ HR. %					11.4	11.8	10.2	10.7	11.4	11.0	10.9	10.2	10.3	10.0	9.6	10.5
NBC TV TOTAL AUDIENCE (Households (000))					12,980				21,870							
TOTAL AUDIENCE (%)					17.8				30.0							
Program					Bionic Woman (R)			(OP)	NBC Saturday Night at the Movies "RAFFERTY AND THE HIGHWAY HUSTLERS" (9:00-10:49PM)(R)							(1)
AVERAGE AUDIENCE (Households (000))					9,700				13,710							
AVERAGE AUDIENCE (%)					13.3	12.0*		14.7*	18.8	16.9*		18.2*		20.4*		
SHARE OF AUDIENCE %					31	29 *		34 *	38	36 *		37 *		40 *		
AVG. AUD. BY ¼ HR. %					11.5	12.6	14.1	15.3	16.4	17.4	17.8	18.6	19.9	20.9	20.9	18.6
TV HOUSEHOLDS USING TV WK 1	37.1	38.3	39.4	40.2	40.6	42.5	42.8	44.8	46.7	47.8	49.1	50.4	50.8	51.2	50.5	47.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					7,800				14,650				14,940			
TOTAL AUDIENCE (%)					10.7				20.1				20.5			
Program					McNamara's Band (8:00-9:00PM)				Love Boat (R)			(OP)	Fantasy Island (R)			
AVERAGE AUDIENCE (Households (000))					4,960				11,300				11,810			
AVERAGE AUDIENCE (%)					6.8	6.3*		7.4*	15.5	13.8*		17.2*	16.2	15.9*		16.5*
SHARE OF AUDIENCE %					18	17 *		19 *	34	31 *		36 *	35	34 *		35 *
AVG. AUD. BY ¼ HR. %					6.5	6.0	7.3	7.5	12.3	15.3	16.8	17.5	15.7	16.1	16.5	16.4
CBS TV TOTAL AUDIENCE (Households (000))					9,700		8,970		16,180							
TOTAL AUDIENCE (%)					13.3		12.3		22.2							
Program					Bob Newhart Show (R)		Baby, I'm Back (R)	(OP)	CBS Saturday Night Movie "VANISHING POINT" (9:00-10:52PM)(R)							(2)
AVERAGE AUDIENCE (Households (000))					8,090		7,870		10,790							
AVERAGE AUDIENCE (%)					11.1		10.8		14.8	13.4*		14.7*		15.5*		16.0*
SHARE OF AUDIENCE %					30		27		32	30 *		31 *		33 *		34 *
AVG. AUD. BY ¼ HR. %					10.5	11.7	10.6	11.0	12.9	13.9	14.5	14.8	15.5	15.4	16.0	15.9
NBC TV TOTAL AUDIENCE (Households (000))					11,590				13,780							
TOTAL AUDIENCE (%)					15.9				18.9							
Program					Bionic Woman (R)			(OP)	NBC Saturday Night at the Movies "SHARON: PORTRAIT OF A MISTRESS" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000))					8,460				7,140							
AVERAGE AUDIENCE (%)					11.6	10.6*		12.5*	9.8	10.3*		9.4*		9.4*		10.2*
SHARE OF AUDIENCE %					30	29 *		31 *	21	23 *		20 *		20 *		22 *
AVG. AUD. BY ¼ HR. %					10.0	11.2	12.2	12.8	11.1	9.4	9.6	9.2	9.4	9.5	9.9	10.6
TV HOUSEHOLDS USING TV WK 2 (See Def. 1)	33.1	34.0	34.9	35.9	35.7	37.7	38.8	40.6	43.6	45.3	47.0	47.4	46.8	46.8	47.3	46.6

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, NBC, (10:49-11:00PM)(SUS.).
(2) PROMO FILL, CBS, (10:52-11:00PM)(SUS.).

EVE. SAT. JUN. 10, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SUN. JUN. 4, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	9,400				18,950											
TOTAL AUDIENCE %	12.9				26.0											
Program	Roll of Thunder, Hear My Cry Part III (7:00-8:00PM)				(OP) ABC Theatre "ELEANOR AND FRANKLIN: THE WHITE HOUSE YEARS" (8:00-11:14PM)(R)											
AVERAGE AUDIENCE (Households (000))	7,140				10,280											
AVERAGE AUDIENCE %	9.8	9.2*		10.4*	14.1	10.5*		12.1*		13.6*		14.3*		16.7*		16.6*
SHARE OF AUDIENCE %	24	24 *		24 *	26	22 *		23 *		24 *		25 *		29 *		31 *
AVG. AUD. BY ¼ HR. %	9.0	9.4	10.0	10.9	10.2	10.8	12.1	12.1	13.4	13.8	14.1	14.5	16.3	17.1	16.8	16.4
CBS TV TOTAL AUDIENCE (Households (000))	12,830				11,590		11,660		14,870		18,950					
TOTAL AUDIENCE %	17.6				15.9		16.0		20.4		26.0					
Program	60 Minutes				Rhoda (R)		On Our Own (R)	(OP)	All In The Family (R)		Tony Awards (9:30-11:10PM)					
AVERAGE AUDIENCE (Households (000))	9,910				10,060		10,350		12,540		10,940					
AVERAGE AUDIENCE %	13.6	13.5*		13.6*	13.8		14.2		17.2		15.0	17.0*		15.5*		13.5*
SHARE OF AUDIENCE %	33	35 *		32 *	29		28		31		27	29 *		27 *		25 *
AVG. AUD. BY ¼ HR. %	13.0	14.0	13.8	13.4	13.0	14.6	13.7	14.8	16.2	18.3	16.9	17.1	16.1	14.9	13.6	13.3
NBC TV TOTAL AUDIENCE (Households (000))	11,880				18,150				24,930							
TOTAL AUDIENCE %	16.3				24.9				34.2							
Program	Wonderful World of Disney "A TALE OF TWO CRITTERS"				Project U.F.O.			(OP)	Big Event "TOP SECRET" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))	8,530				14,070				16,040							
AVERAGE AUDIENCE %	11.7	10.7*		12.7*	19.3	18.2*		20.4*	22.0	20.5*		22.9*		22.6*		22.1*
SHARE OF AUDIENCE %	29	27 *		30 *	39	39 *		40 *	39	37 *		39 *		39 *		41 *
AVG. AUD. BY ¼ HR. %	9.9	11.5	12.1	13.4	17.5	18.9	19.7	21.1	20.5	20.5	22.6	23.2	22.9	22.3	22.8	21.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	8,240				11,230				17,280							
TOTAL AUDIENCE %	11.3				15.4				23.7							
Program	Hardy Boys / Nancy Drew Mysteries (R)			(OP)	1968: A Crack in Time (8:00-9:00PM)			(OP)	ABC Sunday Night Movie "SHOOT OUT" (9:00-10:51PM)(R)							(1)
AVERAGE AUDIENCE (Households (000))	5,540				7,800				11,660							
AVERAGE AUDIENCE %	7.6	6.9*		8.4*	10.7	9.8*		11.5*	16.0	13.1*		15.6*		17.7*		18.0*
SHARE OF AUDIENCE %	19	18 *		21 *	24	23 *		24 *	30	26 *		29 *		32 *		33 *
AVG. AUD. BY ¼ HR. %	6.6	7.1	8.0	8.8	9.6	10.0	11.4	11.7	12.2	14.0	15.5	15.7	17.6	17.8	18.2	17.7
CBS TV TOTAL AUDIENCE (Households (000))	15,240				22,820								14,580		13,560	
TOTAL AUDIENCE %	20.9				31.3								20.0		18.6	
Program	60 Minutes			(OP)	Circus of the Stars (8:00-10:00PM)(R)								All In The Family (R)		Alice (R)	
AVERAGE AUDIENCE (Households (000))	12,100				13,630								13,050		11,880	
AVERAGE AUDIENCE %	16.6	15.5*		17.6*	18.7	16.7*		18.2*		19.6*		20.5*	17.9		16.3	
SHARE OF AUDIENCE %	42	41 *		43 *	38	39 *		39 *		39 *		38 *	32		30	
AVG. AUD. BY ¼ HR. %	14.6	16.4	17.6	17.7	16.3	17.1	17.5	18.8	19.2	20.0	20.3	20.6	17.6	18.1	16.0	16.5
NBC TV TOTAL AUDIENCE (Households (000))	11,080				22,960											
TOTAL AUDIENCE %	15.2				31.5											
Program	Wonderful World of Disney "DISNEY'S GREATEST VILLAINS" (R)				(OP) Big Event "FIRE!" & "FLOOD!" (8:00-11:00PM)(R)											
AVERAGE AUDIENCE (Households (000))	7,290				11,520											
AVERAGE AUDIENCE %	10.0	9.5*		10.4*	15.8	13.3*		14.3*		14.7*		15.2*		17.9*		19.2*
SHARE OF AUDIENCE %	26	25 *		26 *	31	31 *		30 *		29 *		28 *		32 *		35 *
AVG. AUD. BY ¼ HR. %	9.2	9.9	10.0	10.9	12.6	14.1	14.4	14.2	14.5	15.0	14.9	15.6	17.6	18.3	19.2	19.2
TV HOUSEHOLDS USING TV WEEK 1 (See Def. 1)	37.7	40.3	42.0	44.0	45.9	48.4	50.1	52.8	55.3	56.9	57.7	58.3	58.1	57.2	55.0	53.8
TV HOUSEHOLDS USING TV WEEK 2	36.8	38.6	40.1	41.0	41.7	44.3	46.4	47.9	49.7	51.7	53.5	54.9	55.1	56.3	55.2	53.5

U.S. TV Households: 72,900,000 — * Half-hour ratings (for immediately preceding and selected quarter-hours) — (R) Repeat, see page B. — (OP) See Other Programs Section, Page A-26

(1) PROMO FILL, ABC, (10:51-11:00PM)(SUS.).

EVE. SUN. JUN. 11, 1978

SUN. 11:00 P.M.—12:45 A.M. / MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK 1

SUN. 11:00 P.M.—12:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30
ABC TV	Program	—(1)→	ABC Weekend News–Sunday (R)					
	TOTAL AUDIENCE (Households (000) & %)	3,430 4.7						
	AVERAGE AUDIENCE (Households (000) & %)	3,210 4.4						
	SHARE OF AUDIENCE %	11						
	AVG. AUD. BY ¼ HR. %	5.1	4.3					
CBS TV	Program	—(2)→	CBS Sunday News-Bradley					
	TOTAL AUDIENCE (Households (000) & %)	4,960 6.8						
	AVERAGE AUDIENCE (Households (000) & %)	4,520 6.2						
	SHARE OF AUDIENCE %	15						
	AVG. AUD. BY ¼ HR. %	6.1	6.3					
NBC TV	Program			← NBC Late Night Movie				→
	TOTAL AUDIENCE (Households (000) & %)			4,450 6.1				
	AVERAGE AUDIENCE (Households (000) & %)			2,700 3.7	4.5*		3.9*	
	SHARE OF AUDIENCE %			19	15 *		18 *	
	AVG. AUD. BY ¼ HR. %			4.5	4.4	4.0	3.8	3.5

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV										
CBS TV	Program	← Late Movie I (3)						→(OP)		
	TOTAL AUDIENCE (Households (000) & %)	6,930 9.5								
	AVERAGE AUDIENCE (Households (000) & %)	4,300 5.9	7.3*		5.8*		5.4*		4.7*	
	SHARE OF AUDIENCE %	26	25 *		23 *		28 *		30 *	
	AVG. AUD. BY ¼ HR. %	7.6	6.7	6.2	5.6	5.5	5.3	5.4	4.7	4.1
NBC TV	Program	← Tonight Show (3)				→		← Tomorrow Show (3)(OP)		→
	TOTAL AUDIENCE (Households (000) & %)	9,770 13.4						2,410 3.3		
	AVERAGE AUDIENCE (Households (000) & %)	5,540 7.6	9.2*		7.0*			1,900 2.6	2.7*	
	SHARE OF AUDIENCE %	29	30 *		29 *			20	20 *	
	AVG. AUD. BY ¼ HR. %	9.9	8.4	7.5	6.4	6.0	4.2	2.9	2.6	2.3

WEEK 2

SUN. 11:00 P.M.—12:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30
ABC TV	Program	ABC Weekend News–Sunday						
	TOTAL AUDIENCE (Households (000) & %)	4,740 6.5						
	AVERAGE AUDIENCE (Households (000) & %)	4,450 6.1						
	SHARE OF AUDIENCE %	13						
	AVG. AUD. BY ¼ HR. %	6.1						
CBS TV	Program	CBS Sunday News-Bradley						
	TOTAL AUDIENCE (Households (000) & %)	5,690 7.8						
	AVERAGE AUDIENCE (Households (000) & %)	5,610 7.7						
	SHARE OF AUDIENCE %	17						
	AVG. AUD. BY ¼ HR. %	7.7						
NBC TV	Program			← NBC Late Night Movie				→
	TOTAL AUDIENCE (Households (000) & %)			4,230 5.8				
	AVERAGE AUDIENCE (Households (000) & %)			2,550 3.5	4.1*		3.6*	
	SHARE OF AUDIENCE %			17	14 *		15 *	
	AVG. AUD. BY ¼ HR. %			4.0	4.1	3.7	3.6	3.3

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV										
CBS TV	Program	← Late Movie I (3)						→(OP)		
	TOTAL AUDIENCE (Households (000) & %)	6,930 9.5								
	AVERAGE AUDIENCE (Households (000) & %)	4,230 5.8	7.4*		5.4*		5.0*			
	SHARE OF AUDIENCE %	24	23 *		21 *		25 *			
	AVG. AUD. BY ¼ HR. %	7.7	7.1	6.0	5.1	5.1	5.0	4.7		
NBC TV	Program	← Tonight Show (3)				→		← Tomorrow Show (3)(OP)		→
	TOTAL AUDIENCE (Households (000) & %)	10,940 15.0						2,480 3.4		
	AVERAGE AUDIENCE (Households (000) & %)	6,200 8.5	10.0*		8.1*			1,820 2.5	2.7*	
	SHARE OF AUDIENCE %	31	31 *		32 *			20	20 *	
	AVG. AUD. BY ¼ HR. %	10.8	9.3	8.5	7.7	6.6	5.9	3.0	2.4	2.1

TV HOUSEHOLDS USING TV (See Def 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WK 1	49.2	40.0	32.2	26.1	22.3	20.0	17.8	32.3	28.8	25.8	23.3	20.3	18.0	15.1	13.5	11.7
WK 2	47.0	40.1	30.9	27.3	24.4	22.2	19.8	33.9	30.1	26.6	23.9	21.1	18.8	16.0	13.4	11.8

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC THEATRE", ABC, (8:00-11:14PM), FOR REMAINING RATINGS, SEE OP PAGES(S).
(2) "TONY AWARDS", CBS, (9:30-11:10PM), FOR REMAINING RATINGS, SEE OP PAGES(S).
(3) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 29-JUN. 2, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			2,480				2,920									
TOTAL AUDIENCE (%)			3.4				4.0									
Program	← Good Morning, America (Co-op)		(Participating)		(Co-op)		(Participating) →									
AVERAGE AUDIENCE (Households (000))			1,900				2,330									
AVERAGE AUDIENCE (%)			2.6				3.2									
SHARE OF AUDIENCE %			22				22									
AVG. AUD. BY ¼ HR. %			2.5	2.7			3.1	3.3								
CBS TV TOTAL AUDIENCE (Households (000))		1,820			2,920								2,480		3,720	
TOTAL AUDIENCE (%)		2.5			4.0								3.4		5.1	
Program	← CBS Morning News (Co-op)		(Participating) →		← Captain Kangaroo			→					Pass the Buck MTUWF (S)(OP)		Price is Right 1 MTUWF (S)(OP)	
AVERAGE AUDIENCE (Households (000))		1,090			1,750								2,040		3,060	
AVERAGE AUDIENCE (%)		1.5		1.4*	2.4	2.1*		2.8*					2.8		4.2	
SHARE OF AUDIENCE %		13		12 *	17	15 *		19 *					18		25	
AVG. AUD. BY ¼ HR. %		1.5	1.4	1.5	1.9	2.3	2.7	2.9					2.5	3.0	4.1	4.4
NBC TV TOTAL AUDIENCE (Households (000))			3,350				3,500						3,570		4,230	
TOTAL AUDIENCE (%)			4.6				4.8						4.9		5.8	
Program	← Today Show (Co-op)		(Participating)		(Co-op)		(Participating) →						Card Sharks		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000))			2,770				2,770						2,920		3,570	
AVERAGE AUDIENCE (%)			3.8				3.8						4.0		4.9	
SHARE OF AUDIENCE %			29				28						25		29	
AVG. AUD. BY ¼ HR. %			3.9	3.8			3.8	3.8					3.9	4.2	4.9	4.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			2,260				3,130									
TOTAL AUDIENCE (%)			3.1				4.3									
Program	← Good Morning, America (Co-op)		(Participating)		(Co-op)		(Participating) →								(2)	
AVERAGE AUDIENCE (Households (000))			1,820				2,410									
AVERAGE AUDIENCE (%)			2.5				3.3									
SHARE OF AUDIENCE %			20				22									
AVG. AUD. BY ¼ HR. %			2.5	2.5			3.3	3.5								
CBS TV TOTAL AUDIENCE (Households (000))		2,110			3,650								3,130		4,520	
TOTAL AUDIENCE (%)		2.9			5.0								4.3		6.2	
Program	← CBS Morning News (Co-op)		(Participating) →		← Captain Kangaroo			→					Pass the Buck		Price is Right 1	
AVERAGE AUDIENCE (Households (000))		1,310			2,110								2,620		3,720	
AVERAGE AUDIENCE (%)		1.8		1.9*	2.9	2.7*		3.1*					3.6		5.1	
SHARE OF AUDIENCE %		16		15 *	19	18 *		21 *					22		28	
AVG. AUD. BY ¼ HR. %		1.7	1.8	2.0	2.5	2.9	3.1	3.2					3.4	3.7	4.7	5.4
NBC TV TOTAL AUDIENCE (Households (000))			3,650				3,650						3,720		4,370	
TOTAL AUDIENCE (%)			5.0				5.0						5.1		6.0	
Program	← Today Show (Co-op)		(Participating)		(Co-op)		(Participating) →						Card Sharks		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000))			2,920				2,920						3,210		3,720	
AVERAGE AUDIENCE (%)			4.0				4.0						4.4		5.1	
SHARE OF AUDIENCE %			29				30						26		28	
AVG. AUD. BY ¼ HR. %			4.0	4.0			3.9	4.1					4.2	4.5	4.9	5.3

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	6.1	8.1	9.3	10.1	11.6	12.7	13.0	13.9	15.1	16.0	16.0	15.9	15.6	16.5	16.5	17.2
WK 2	6.3	7.9	9.6	10.9	12.0	13.0	13.0	13.9	15.5	16.9	16.9	16.9	16.7	17.3	17.8	18.8

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).
(2) "PRESIDENT CARTER'S ADDRESS", ABC, WED., (10:30-11:16AM)(SUS.).

DAY MON.-FRI. JUN. 5-9, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 29-JUN. 2, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV — TOTAL AUDIENCE (Households (000))	5,470		6,560		3,940		5,100		7,070				6,340			
TOTAL AUDIENCE (%)	7.5		9.0		5.4		7.0		9.7				8.7			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		←All My Children (1)→				←One Life to Live→			
AVERAGE AUDIENCE (Households (000))	4,590		5,610		3,430		4,450		5,180				4,670			
AVERAGE AUDIENCE (%)	6.3		7.7		4.7		6.1		7.1	7.2*		7.1*	6.4	6.2*		6.7*
SHARE OF AUDIENCE %	34		37		22		28		30	32 *		29 *	26	25 *		27 *
AVG. AUD. BY ¼ HR. %	5.8	6.8	7.6	7.8	4.6	4.7	6.1	6.1	7.0	7.4	7.1	7.0	6.0	6.3	6.7	6.7
CBS TV — TOTAL AUDIENCE (Households (000))	4,080		4,160		5,540		5,030				6,780				6,490	
TOTAL AUDIENCE (%)	5.6		5.7		7.6		6.9				9.3				8.9	
Program	Price is Right 2		Love Of Life	(OP)	Young & the Restless		Search for Tomorrow				←As The World Turns→				←Guiding Light	
AVERAGE AUDIENCE (Households (000))	3,350		3,500		4,810		4,450				5,320				4,960	
AVERAGE AUDIENCE (%)	4.6		4.8		6.6		6.1				7.3	7.1*		7.5*	6.8	7.0*
SHARE OF AUDIENCE %	25		24		31		28				30	29 *		30 *	27	29 *
AVG. AUD. BY ¼ HR. %	4.3	4.9	4.7	4.9	6.4	6.9	6.0	6.2			6.9	7.4	7.6	7.4	6.9	7.0
NBC TV — TOTAL AUDIENCE (Households (000))	4,230		5,030		3,210		3,650		2,770		6,200				4,740	
TOTAL AUDIENCE (%)	5.8		6.9		4.4		5.0		3.8		8.5				6.5	
Program	New High Rollers		Wheel of Fortune (2)		Sanford and Son		Gong Show (2)		For Richer, For Poorer		←Days Of Our Lives→				The Doctors (2)	
AVERAGE AUDIENCE (Households (000))	3,570		4,230		2,620		3,060		2,410		4,670				4,300	
AVERAGE AUDIENCE (%)	4.9		5.8		3.6		4.2		3.3		6.4	6.2*		6.6*	5.9	
SHARE OF AUDIENCE %	27		29		17		19		14		26	26 *		27 *	24	
AVG. AUD. BY ¼ HR. %	4.8	5.0	5.6	5.9	3.5	3.7	4.0	4.3	3.4	3.3	6.1	6.4	6.6	6.6	5.9	5.9

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV — TOTAL AUDIENCE (Households (000))	4,960		6,420		3,860		5,610		7,580				6,710			
TOTAL AUDIENCE (%)	6.8		8.8		5.3		7.7		10.4				9.2			
Program	Happy Days (3)		Family Feud		$20,000 Pyramid		Ryan's Hope		←All My Children (1)→				←One Life to Live→			
AVERAGE AUDIENCE (Households (000))	4,300		5,390		3,350		4,810		5,760				5,100			
AVERAGE AUDIENCE (%)	5.9		7.4		4.6		6.6		7.9	7.8*		7.9*	7.0	6.6*		7.3*
SHARE OF AUDIENCE %	31		35		20		29		32	32 *		31 *	28	26 *		29 *
AVG. AUD. BY ¼ HR. %	5.7	6.0	7.1	7.6	4.5	4.7	6.6	6.6	7.4	8.2	8.2	7.7	6.6	6.7	7.3	7.4
CBS TV — TOTAL AUDIENCE (Households (000))	4,960		4,810		5,760		5,320				7,290				6,630	
TOTAL AUDIENCE (%)	6.8		6.6		7.9		7.3				10.0				9.1	
Program	Price is Right 2		Love Of Life	(OP)	Young & the Restless		Search for Tomorrow				←As The World Turns→				←Guiding Light	
AVERAGE AUDIENCE (Households (000))	4,230		4,160		5,030		4,670				5,470				5,100	
AVERAGE AUDIENCE (%)	5.8		5.7		6.9		6.4				7.5	7.2*		7.9*	7.0	7.1*
SHARE OF AUDIENCE %	30		27		30		28				29	28 *		31 *	28	28 *
AVG. AUD. BY ¼ HR. %	5.6	6.0	5.5	5.8	6.7	7.2	6.5	6.3			7.0	7.4	7.8	8.0	7.2	7.0
NBC TV — TOTAL AUDIENCE (Households (000))	4,370		5,030		3,650		4,160		2,700		6,630				4,810	
TOTAL AUDIENCE (%)	6.0		6.9		5.0		5.7		3.7		9.1				6.6	
Program	New High Rollers		Wheel of Fortune (2)		Sanford and Son		Gong Show (2)		For Richer, For Poorer		←Days Of Our Lives→				The Doctors (2)	
AVERAGE AUDIENCE (Households (000))	3,860		4,370		2,990		3,500		2,260		5,030				4,370	
AVERAGE AUDIENCE (%)	5.3		6.0		4.1		4.8		3.1		6.9	6.7*		7.1*	6.0	
SHARE OF AUDIENCE %	27		28		18		21		13		27	26 *		28 *	24	
AVG. AUD. BY ¼ HR. %	5.3	5.2	5.9	6.1	4.0	4.3	4.5	4.9	3.2	3.1	6.5	7.0	7.2	7.1	6.0	6.0
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	18.1	19.4	20.4	21.1	21.5	22.3	21.9	22.2	22.4	23.0	23.4	24.1	23.8	24.1	24.4	25.0
WK 2	19.2	20.0	21.0	22.2	23.1	24.0	23.7	23.7	23.7	24.9	24.8	25.0	25.1	25.5	25.0	25.4

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.).
(2) "NBC NEWS UPDATE", (SUS.). (3) "PRESIDENT CARTER'S ADDRESS", ABC, WED., (10:30-11:16AM)(SUS.).

DAY MON.-FRI. JUN. 5-9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 29-JUN. 2, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,420 8.8				4,160 5.7										6,050 8.3	
Program	← General Hospital			→	Edge of Night		← Special (OP)			→					ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000) & %)	4,670 6.4	6.3*		6.5*	3,500 4.8										5,100 7.0	
SHARE OF AUDIENCE %	25	25 *		25 *	18										18	
AVG. AUD. BY ¼ HR. %	6.5	6.2	6.5	6.6	4.9	4.8									6.7	7.3
CBS TV TOTAL AUDIENCE (Households (000) & %)			5,980 8.2		4,300 5.9										9,700 13.3	
Program	Guiding Light	→	All In The Family		Match Game '78										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		6.7*	4,960 6.8		3,790 5.2										8,530 11.7	
SHARE OF AUDIENCE %		26 *	26		20										31	
AVG. AUD. BY ¼ HR. %	6.7	6.7	6.3	7.3	5.0	5.4									11.7	11.8
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,140 9.8														7,730 10.6	
Program	← Another World (1)			→											NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	5,320 7.3	7.0*		7.6*											6,710 9.2	
SHARE OF AUDIENCE %	28	27 *		29 *											23	
AVG. AUD. BY ¼ HR. %	6.8	7.2	7.8	7.5											9.1	9.2

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,780 9.3				4,670 6.4										6,930 9.5	
Program	← General Hospital MTUTHF (S)(OP)			→	Edge of Night MTUTHF (S)(OP)										ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000) & %)	5,180 7.1	7.1*		7.2*	4,080 5.6										5,830 8.0	
SHARE OF AUDIENCE %	27	28 *		27 *	21										20	
AVG. AUD. BY ¼ HR. %	7.1	7.1	7.2	7.2	5.6	5.5									8.0	8.1
CBS TV TOTAL AUDIENCE (Households (000) & %)			5,900 8.1		4,160 5.7										9,990 13.7	
Program	Guiding Light	→	All In The Family		Match Game '78 MTUWF (S)(OP)										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		6.8*	4,880 6.7		3,570 4.9										8,460 11.6	
SHARE OF AUDIENCE %		26 *	25		18										29	
AVG. AUD. BY ¼ HR. %	6.9	6.6	6.4	7.0	4.8	5.0									11.4	11.7
NBC TV TOTAL AUDIENCE (Households (000) & %)	6,930 9.5														8,530 11.7	
Program	← Another World (1)			→											NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2	6.8*		7.6*											7,440 10.2	
SHARE OF AUDIENCE %	27	26 *		28 *											25	
AVG. AUD. BY ¼ HR. %	6.4	7.2	7.7	7.5											10.0	10.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	25.7	26.5	26.3	27.3	26.6	27.5	27.5	28.7	29.8	31.0	31.7	33.5	36.4	38.1	38.9	39.5
WK 2	25.9	26.7	27.3	27.9	28.0	28.7	28.7	30.0	31.4	32.7	33.8	35.5	38.3	39.9	40.5	41.8

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. JUN. 5-9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUN. 3, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV																
TOTAL AUDIENCE (Households (000))					3,060		4,520		4,590		5,320		4,810		6,420	
TOTAL AUDIENCE (%)					4.2		6.2		6.3		7.3		6.6		8.8	
Program					All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		Scooby's All-Star Laff-A-Lympics IV (OP)	
AVERAGE AUDIENCE (Households (000))					2,620		3,650		3,720		4,160		4,230		4,960	
AVERAGE AUDIENCE (%)					3.6		5.0		5.1		5.7		5.8		6.8	
SHARE OF AUDIENCE %					37		34		28		28		26		30	
AVG. AUD. BY ¼ HR. %					3.1	4.0	4.9	5.1	4.9	5.4	5.7	5.6	5.4	6.1	7.6	6.0
CBS TV																
TOTAL AUDIENCE (Households (000))					2,260		3,570		6,200		7,070		7,360		5,250	
TOTAL AUDIENCE (%)					3.1		4.9		8.5		9.7		10.1		7.2	
Program					Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/Road Runner 1		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000))					1,820		2,840		5,180		5,900		6,560		4,300	
AVERAGE AUDIENCE (%)					2.5		3.9		7.1		8.1		9.0		5.9	
SHARE OF AUDIENCE %					23		25		36		38		38		27	
AVG. AUD. BY ¼ HR. %					2.3	2.7	3.3	4.5	6.4	7.7	7.6	8.6	9.2	8.8	6.0	5.9
NBC TV																
TOTAL AUDIENCE (Households (000))					1,900		3,280		4,520		4,740		4,590		4,880	
TOTAL AUDIENCE (%)					2.6		4.5		6.2		6.5		6.3		6.7	
Program			I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)		Think Pink Panther	
AVERAGE AUDIENCE (Households (000))					1,600		2,920		3,650		3,720		3,860		4,010	
AVERAGE AUDIENCE (%)					2.2		4.0		5.0		5.1		5.3		5.5	
SHARE OF AUDIENCE %					22		27		27		25		23		24	
AVG. AUD. BY ¼ HR. %					1.9	2.6	3.5	4.4	5.1	4.9	4.8	5.3	5.2	5.3	5.1	5.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV																
TOTAL AUDIENCE (Households (000))					2,480		3,720		4,080		4,810		4,450		6,200	
TOTAL AUDIENCE (%)					3.4		5.1		5.6		6.6		6.1		8.5	
Program					All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		Scooby's All-Star Laff-A-Lympics IV (OP)	
AVERAGE AUDIENCE (Households (000))					1,820		2,990		3,570		3,790		4,010		5,100	
AVERAGE AUDIENCE (%)					2.5		4.1		4.9		5.2		5.5		7.0	
SHARE OF AUDIENCE %					28		35		33		29		29		34	
AVG. AUD. BY ¼ HR. %					2.3	2.7	3.8	4.4	4.7	5.1	5.3	5.2	5.2	5.7	7.5	6.5
CBS TV																
TOTAL AUDIENCE (Households (000))					2,480		2,840		4,230		5,540		5,540		4,740	
TOTAL AUDIENCE (%)					3.4		3.9		5.8		7.6		7.6		6.5	
Program					Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/Road Runner 1		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000))					1,900		2,260		3,280		4,370		4,810		4,160	
AVERAGE AUDIENCE (%)					2.6		3.1		4.5		6.0		6.6		5.7	
SHARE OF AUDIENCE %					26		25		28		32		34		28	
AVG. AUD. BY ¼ HR. %					2.5	2.7	2.9	3.3	4.0	5.0	5.8	6.2	6.4	6.8	5.6	5.7
NBC TV																
TOTAL AUDIENCE (Households (000))					2,190		2,700		3,860		4,520		4,300		4,450	
TOTAL AUDIENCE (%)					3.0		3.7		5.3		6.2		5.9		6.1	
Program			I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)		Think Pink Panther	
AVERAGE AUDIENCE (Households (000))					1,600		2,190		3,060		3,720		3,500		3,570	
AVERAGE AUDIENCE (%)					2.2		3.0		4.2		5.1		4.8		4.9	
SHARE OF AUDIENCE %					24		25		28		29		25		24	
AVG. AUD. BY ¼ HR. %					1.9	2.5	2.8	3.2	3.9	4.6	4.9	5.2	4.8	4.8	4.6	5.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	3.5	3.9	5.2	7.0	9.8	12.0	14.5	17.2	18.9	20.4	20.8	22.3	23.4	23.7	22.4	21.9
WK 2	3.3	4.1	5.8	7.5	9.1	10.6	12.1	13.0	14.5	17.1	18.4	19.2	19.2	19.6	20.5	20.9

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", (SUS.).

DAY SAT. JUN. 10, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JUN. 3, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,520 6.2		4,450 6.1		3,720 5.1		4,880 6.7									
ABC TV program	Krofft Supershow '78-I		Krofft Supershow '78-II (OP)		Dynomutt (OP)		← American Bandstand '78 →									
AVERAGE AUDIENCE (Households (000) & %)	3,430 4.7		3,720 5.1		3,060 4.2		3,350 4.6	4.3*		4.9*						
SHARE OF AUDIENCE %	21		25		20		22	20 *		23 *						
AVG. AUD. BY ¼ HR. %	5.0	4.4	5.2	5.0	4.4	3.9	4.0	4.5	5.0	4.9						
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,270 8.6		5,100 7.0		5,610 7.7		4,370 6.0		4,370 6.0		3,350 4.6					
CBS TV program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "SHOVE TUESDAY" & "DECORATORS LIMITED"					
AVERAGE AUDIENCE (Households (000) & %)	5,470 7.5		4,590 6.3		4,300 5.9		3,570 4.9		3,570 4.9		2,770 3.8					
SHARE OF AUDIENCE %	34		30		27		23		23		19					
AVG. AUD. BY ¼ HR. %	7.3	7.7	6.1	6.5	6.1	5.7	4.8	5.0	4.8	5.0	3.9	3.6				
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,080 5.6		3,650 5.0		3,500 4.8		2,990 4.1						4,520 6.2	12,250 16.8		
NBC TV program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)						(2)	← NBC Major League Baseball → "LOS ANGELES VS. PHILADELPHIA" & "MINNESOTA VS. DETROIT" (2:15-4:43PM)		
AVERAGE AUDIENCE (Households (000) & %)	3,350 4.6		2,990 4.1		2,840 3.9		2,480 3.4						4,370 6.0	6,200 8.5		7.6*
SHARE OF AUDIENCE %	21		20		18		16						29	35		32 *
AVG. AUD. BY ¼ HR. %	4.8	4.5	4.1	4.1	3.7	4.1	3.4	3.3					6.0	6.2	6.9	8.3

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,810 6.6		5,250 7.2		3,650 5.0		4,880 6.7									
ABC TV program	Krofft Supershow '78-I		Krofft Supershow '78-II (OP)		Dynomutt (OP)		← American Bandstand '78 →									
AVERAGE AUDIENCE (Households (000) & %)	4,160 5.7		4,300 5.9		3,210 4.4		2,840 3.9	3.4*		4.4*						
SHARE OF AUDIENCE %	29		30		22		19	17 *		22 *						
AVG. AUD. BY ¼ HR. %	5.7	5.8	5.9	5.9	4.5	4.3	3.3	3.4	4.5	4.3						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,980 8.2		4,740 6.5		5,030 6.9		4,810 6.6		3,060 4.2		2,700 3.7					
CBS TV program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "MY FATHER, SUN-SUN JOHNSON"					
AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9		3,860 5.3		4,230 5.8		3,790 5.2		2,480 3.4		2,260 3.1					
SHARE OF AUDIENCE %	33		26		29		26		19		19					
AVG. AUD. BY ¼ HR. %	6.7	7.1	5.4	5.2	5.7	5.9	5.4	4.9	3.1	3.7	3.2	3.0				
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,210 4.4		3,210 4.4		3,350 4.6		2,840 3.9						11,010 15.1			
NBC TV program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)						(3)	← NBC Major League Baseball → "CINCINNATI VS. PITTSBURGH" & "SAN FRANCISCO VS. NEW YORK METS" (2:09-5:11PM)		
AVERAGE AUDIENCE (Households (000) & %)	2,480 3.4		2,700 3.7		2,700 3.7		2,330 3.2						5,030 6.9	5.2*		6.1*
SHARE OF AUDIENCE %	17		19		18		16						30	24 *		28 *
AVG. AUD. BY ¼ HR. %	3.4	3.4	3.5	3.9	3.7	3.7	3.1	3.2					5.0	5.2	5.9	6.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	22.3	21.4	20.9	20.9	21.5	21.7	21.2	21.4	20.7	21.7	20.3	20.1	21.1	21.2	22.7	25.1
WK 2	20.5	20.9	20.2	20.7	19.9	20.2	20.2	20.0	19.8	20.8	19.7	19.8	21.1	22.4	22.4	22.5

WEEK 2

U.S. TV Households: 72,900,000 * Half-hour ratings for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SAT. JUN. 10, 1978

(1) "NBC JR. HALL OF FAME", (SUS.).
(2) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM). (3) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:09PM), FOR RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUN. 3, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)									10,790 14.8						3,130 4.3	
ABC TV program									ABC Wide World of Sports →						ABC Saturday Evening News	
AVERAGE AUDIENCE (Households (000) & %)									5,030 6.9	6.5*		6.6*		7.5*	2,480 3.4	
SHARE OF AUDIENCE %									22	23 *		22 *		23 *	10	
AVG. AUD. BY ¼ HR. %									6.5	6.4	6.7	6.5	7.5	7.5	3.2	3.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					5,470 7.5				8,820 12.1						8,310 11.4	
CBS TV program					Kemper Open (4:00-5:00PM) →				CBS Sports Spectacular →						CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)					2,840 3.9	3.6*		4.3*	5,470 7.5	6.8*		8.2*			6,850 9.4	
SHARE OF AUDIENCE %					15	14 *		16 *	27	25 *		28 *			27	
AVG. AUD. BY ¼ HR. %					3.7	3.4	3.6	4.9	6.3	7.3	8.1	8.3			9.1	9.8
NBC TV TOTAL AUDIENCE (Households (000) & %)															5,180 7.1	
NBC TV program	NBC Major League Baseball "LOS ANGELES VS. PHILADELPHIA" & "MINNESOTA VS. DETROIT" (2:15-4:43PM) →														NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)		8.8*		9.2*		9.1*									4,450 6.1	
SHARE OF AUDIENCE %		35 *		36 *		36 *									17	
AVG. AUD. BY ¼ HR. %	8.8	8.7	9.0	9.4	9.0	9.2	9.9								6.1	6.1

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)									8,310 11.4						2,990 4.1	
ABC TV program									ABC Wide World of Sports →						ABC Saturday Evening News	
AVERAGE AUDIENCE (Households (000) & %)									4,160 5.7	5.1*		5.1*		6.9*	2,480 3.4	
SHARE OF AUDIENCE %									19	19 *		16 *		22 *	11	
AVG. AUD. BY ¼ HR. %									5.0	5.2	5.1	5.1	6.7	7.0	3.6	3.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					3,500 4.8				11,590 15.9						6,200 8.5	
CBS TV program					Memphis Open (4:00-5:00PM) →				CBS Sports Spectacular Special Edition (5:00-6:00PM) →						CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)					1,750 2.4	2.0*		2.8*	7,950 10.9	8.8*		13.0*			5,610 7.7	
SHARE OF AUDIENCE %					10	8 *		11 *	39	33 *		44 *			25	
AVG. AUD. BY ¼ HR. %					1.9	2.1	2.5	3.0	7.1	10.5	12.7	13.3			7.6	7.9
NBC TV TOTAL AUDIENCE (Households (000) & %)									4,810 6.6						4,450 6.1	
NBC TV program	NBC Major League Baseball "CINCINNATI VS. PITTSBURGH" & "SAN FRANCISCO VS. NEW YORK METS" (2:09-5:11PM)(1) →									Ladies PGA Championship (5:11-6:30PM) →					NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)		7.2*		7.5*		7.9*		7.2*	2,110 2.9			2.7*		2.7*	3,720 5.1	
SHARE OF AUDIENCE %		32 *		32 *		33 *		29 *	10			9 *		9 *	17	
AVG. AUD. BY ¼ HR. %	7.3	7.2	7.2	7.7	8.0	7.8	7.9	6.6	4.6	3.4	2.4	2.9	2.8	2.6	4.9	5.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	24.8	24.8	24.9	25.4	25.2	25.5	26.3	28.0	28.0	29.2	29.8	31.0	32.4	34.0	35.0	36.2
WK 2	22.6	22.6	22.7	23.8	23.7	23.9	24.5	25.7	27.1	27.8	30.2	31.9	31.0	30.8	30.9	31.8

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-30

(1) FOR REMAINING RATINGS, SEE OP PAGES.

DAY SAT. JUN. 10, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUN. 4, 1978

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)															2,040 2.8	
	Program															Jabberjaw (OP)	
	AVERAGE AUDIENCE (Households (000) & %)															1,750 2.4	
	SHARE OF AUDIENCE %															13	
	AVG. AUD. BY ¼ HR. %															2.4	2.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)									800 1.1		1,090 1.5					
	Program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
	AVERAGE AUDIENCE (Households (000) & %)									580 .8		730 1.0					
	SHARE OF AUDIENCE %									7		8					
	AVG. AUD. BY ¼ HR. %									.7	.9	1.0	1.0				
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)															2,620 3.6	
	Program															Jabberjaw (OP)	
	AVERAGE AUDIENCE (Households (000) & %)															2,040 2.8	
	SHARE OF AUDIENCE %															17	
	AVG. AUD. BY ¼ HR. %															2.7	2.9
CBS TV	TOTAL AUDIENCE (Households (000) & %)									1,020 1.4		1,170 1.6					
	Program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
	AVERAGE AUDIENCE (Households (000) & %)									800 1.1		950 1.3					
	SHARE OF AUDIENCE %									9		10					
	AVG. AUD. BY ¼ HR. %									1.0	1.1	1.2	1.3				
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK 1	2.3	2.5	3.0	3.8	4.9	6.1	7.1	8.1	10.2	11.9	12.7	13.9	15.2	16.6	17.1	18.6
	WK 2	2.9	3.3	4.2	4.7	5.4	6.6	8.1	9.3	11.0	12.6	12.7	13.5	14.5	15.3	16.2	16.9

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. JUN. 11, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	2,840		2,990		2,190											
TOTAL AUDIENCE (%)	3.9		4.1		3.0											
Program	Great Grape Ape		Animals, Animals, Animals(OP)		Issues And Answers		Directions (SUS.)									
AVERAGE AUDIENCE (Households (000))	2,410		2,260		1,530											
AVERAGE AUDIENCE (%)	3.3		3.1		2.1											
SHARE OF AUDIENCE %	18		17		12											
AVG. AUD. BY ¼ HR. %	3.1	3.5	3.2	3.0	2.2	2.0										
CBS TV TOTAL AUDIENCE (Households (000))			2,110						2,260		11,080					
TOTAL AUDIENCE (%)			2.9						3.1		15.2					
Program	Camera Three (SUS.)		Face the Nation						Three on Three		← NBA Championship Game "WASHINGTON VS. SEATTLE" (1:30-3:46PM) →					
AVERAGE AUDIENCE (Households (000))			1,460						1,900		5,980					
AVERAGE AUDIENCE (%)			2.0						2.6		8.2	6.7*		8.1*		8.8*
SHARE OF AUDIENCE %			11						15		33	31 *		34 *		36 *
AVG. AUD. BY ¼ HR. %			2.2	1.9					2.3	2.9	5.8	7.5	7.8	8.3	8.5	9.0
NBC TV TOTAL AUDIENCE (Households (000))							2,920									
TOTAL AUDIENCE (%)							4.0									
Program							Meet the Press		← Religious Series (SUS.) →							
AVERAGE AUDIENCE (Households (000))							2,190									
AVERAGE AUDIENCE (%)							3.0									
SHARE OF AUDIENCE %							18									
AVG. AUD. BY ¼ HR. %							3.2	2.9								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	2,480		2,990		2,260											
TOTAL AUDIENCE (%)	3.4		4.1		3.1											
Program	Great Grape Ape		Animals, Animals, Animals(OP)		Issues And Answers		Directions (SUS.)									
AVERAGE AUDIENCE (Households (000))	2,040		2,480		1,820											
AVERAGE AUDIENCE (%)	2.8		3.4		2.5											
SHARE OF AUDIENCE %	16		21		16											
AVG. AUD. BY ¼ HR. %	2.9	2.6	3.3	3.5	2.7	2.3										
CBS TV TOTAL AUDIENCE (Households (000))			2,040													
TOTAL AUDIENCE (%)			2.8													
Program	Camera Three (SUS.)		Face the Nation													
AVERAGE AUDIENCE (Households (000))			1,680													
AVERAGE AUDIENCE (%)			2.3													
SHARE OF AUDIENCE %			13													
AVG. AUD. BY ¼ HR. %			2.3	2.3												
NBC TV TOTAL AUDIENCE (Households (000))							1,900								6,340	
TOTAL AUDIENCE (%)							2.6								8.7	
Program							Meet the Press								← Ladies PGA Championship (2:30-4:31PM) →	
AVERAGE AUDIENCE (Households (000))							1,600								2,700	
AVERAGE AUDIENCE (%)							2.2								3.7	2.3*
SHARE OF AUDIENCE %							15								15	10 *
AVG. AUD. BY ¼ HR. %							2.2	2.1							2.1	2.6

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	18.1	18.3	18.0	17.7	17.3	17.8	18.5	19.2	18.8	19.4	21.2	22.5	22.8	23.9	23.5	24.2
WEEK 2	17.3	16.6	16.2	16.1	15.4	15.8	16.8	16.3	16.4	17.7	18.4	19.4	20.3	21.3	21.9	22.5

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUN. 4, 1978

WEEK 1	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,430 4.7						5,900 8.1							
	Program			←World Invitational Tennis					→	American Sportsman→							
	AVERAGE AUDIENCE (Households (000) & %)			1,600 2.2	2.1*		2.1*		2.3*	3,570 4.9	3.9*		5.9*				
	SHARE OF AUDIENCE %			8	8 *		8 *		9 *	18	15 *		22 *				
	AVG. AUD. BY ¼ HR. %			2.2	2.1	2.1	2.1	2.4	2.2	3.5	4.3	5.4	6.3				
CBS TV	TOTAL AUDIENCE (Households (000) & %)				9,620 13.2											6,930 9.5	
	Program	—NBA Championship Game→ "WASHINGTON VS. SEATTLE" (1:30-3:46PM)(1)			←Kemper Open (3:46-6:00PM)								→			CBS Evening News	
	AVERAGE AUDIENCE (Households (000) & %)		8.9*		4,670 6.4		6.9*		7.3*		5.9*		5.4*			6,050 8.3	
	SHARE OF AUDIENCE %		33 *		25		27 *		28 *		23 *		21 *			24	
	AVG. AUD. BY ¼ HR. %	9.1	8.7	8.9	7.1	6.9	7.0	7.5	7.0	6.2	5.6	5.4	5.4			7.8	8.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)					8,020 11.0										4,880 6.7	
	Program					←Sportsworld						→|			NBC Nightly News-Sun.	
	AVERAGE AUDIENCE (Households (000) & %)					3,790 5.2	4.8*		5.3*		5.5*					3,940 5.4	
	SHARE OF AUDIENCE %					20	19 *		20 *		21 *					16	
	AVG. AUD. BY ¼ HR. %					4.6	5.1	5.1	5.4	5.4	5.6	4.9				5.5	5.4

WEEK 2	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,740 6.5						6,420 8.8							
	Program			←World Invitational Tennis					→	American Sportsman→							
	AVERAGE AUDIENCE (Households (000) & %)			2,550 3.5	3.3*		3.5*		3.5*	4,230 5.8	5.5*		6.0*				
	SHARE OF AUDIENCE %			14	13 *		14 *		13 *	20	19 *		20 *				
	AVG. AUD. BY ¼ HR. %			3.3	3.4	3.4	3.7	3.5	3.5	5.2	5.7	6.0	6.0				
CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,880 6.7				8,600 11.8										4,160 5.7	
	Program	World Invitational Racquets Championship (3:00-4:00PM)				←Memphis Open (4:00-6:30PM)									→	CBS Evening News (R)	
	AVERAGE AUDIENCE (Households (000) & %)	2,770 3.8	3.7*		3.9*	3,210 4.4	3.0*		3.6*		4.3*		5.1*		5.8*	3,210 4.4	
	SHARE OF AUDIENCE %	15	15 *		15 *	16	12 *		14 *		16 *		18 *		19 *	13	
	AVG. AUD. BY ¼ HR. %	3.7	3.6	3.8	4.1	3.0	2.9	3.4	3.9	4.1	4.5	4.7	5.6	6.1	5.6	4.0	4.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)							8,820 12.1								4,810 6.6	
	Program	Ladies PGA Championship (2:30-4:31PM)(1)					|← Sportsworld (4:31-6:00PM)						→			NBC Nightly News-Sun.	
	AVERAGE AUDIENCE (Households (000) & %)		3.4*		4.1*		4.8*	5,180 7.1	6.0*		7.4*		7.7*			3,860 5.3	
	SHARE OF AUDIENCE %		14 *		16 *		19 *	25	23 *		27 *		26 *			16	
	AVG. AUD. BY ¼ HR. %	3.0	3.7	4.2	4.0	4.6	5.0	5.5	6.6	7.2	7.6	7.7	7.6			5.3	5.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	25.8	26.2	27.0	26.7	25.8	26.4	27.1	27.3	26.7	27.5	28.1	28.5	30.3	32.5	34.3	35.3
WK 2	22.8	24.4	25.2	25.6	25.4	26.2	26.9	27.9	28.5	29.1	30.0	30.7	31.0	31.9	32.3	33.8

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

DAY SUN. JUN. 11, 1978

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 11.30-12.37AM POLICE STORY-MON(B)	11.30	2,410	3.3	1,680	2.3	8	2.2						
	11.45				2.1*	7*	2.0						
	12.00						2.2						
	12.15				2.3*	9*	2.5						
	12.30						2.5						
ABC 11.30-12.02AM SOAP-MON	11.30							5,540	7.6	4,810	6.6	21	6.8
	11.45										6.6*	21*	6.4
	12.00												6.2
ABC 12.02- 1.10AM POLICE STORY-MON	12.00							4,590	6.3	2,990	4.1	20	4.5
	12.15										4.1*	17*	3.8
	12.30												4.1
	12.45										4.0*	21*	3.9
	1.00												4.2
EVENING TUESDAY													
ABC 11.30-12.02AM SOAP-TUE	11.30							6,420	8.8	5,470	7.5	24	7.6
	11.45										7.5*	24*	7.4
	12.00												6.5
ABC 11.30- 1.09AM TUESDAY MOVIE OF THE WEEK	11.30	7,000	9.6	3,860	5.3	23	7.1						
	11.45				6.5*	22*	5.9						
	12.00						5.7						
	12.15				5.5*	24*	5.2						
	12.30						4.6						
	12.45				4.3*	24*	4.0						
	1.00						3.6						
ABC 12.02- 1.04AM TUESDAY MOVIE OF THE WEEK	12.00							3,860	5.3	2,550	3.5	18	4.3
	12.15										3.8*	16*	3.4
	12.30												3.4
	12.45										3.3*	19*	3.2
	1.00												2.9
CBS 9.00-11.30PM NBA CHAMPIONSHIP GAME-TUE(S)	11.00	FOR RTGS SEE PAGE	A-4				15.8						
	11.15				15.5*	31*	15.3						
EVENING WEDNESDAY													
ABC 11.30-12.33AM POLICE STORY-WED	11.30	6,050	8.3	4,590	6.3	24	6.7	7,140	9.8	4,740	6.5	24	6.7
	11.45				6.5*	23*	6.3				6.7*	21*	6.7
	12.00						6.2						6.7
	12.15				6.2*	26*	6.1				6.5*	27*	6.2
	12.30						5.4						5.2
ABC 12.33- 1.33AM WED. MYSTERY OF THE WEEK 12.33- 1.35AM	12.30	3,430	4.7	2,330	3.2	20	4.2	3,860	5.3	2,410	3.3	21	4.1
	12.45				3.8*	20*	3.4				3.6*	19*	3.2
	1.00						2.8						3.3
	1.15				2.7*	19*	2.6				3.2*	23*	3.0
	1.30						2.6						2.8
CBS 9.00-11.40PM NBA CHAMPIONSHIP GAME 7(S)	11.00							FOR RTGS SEE PAGE	A-7				19.0
	11.15										19.4*	37*	19.8

CONT'D

 U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING WEDNESDAY CONT'D													
CBS 9.00-11.40PM NBA CHAMPIONSHIP GAME 7-CONT'D	11.30												13.6
EVENING THURSDAY													
ABC 11.30-12.36AM STARSKY AND HUTCH-11:30	11.30	7,650	10.5	5,320	7.3	29	7.2	7,580	10.4	5,540	7.6	28	7.5
	11.45				7.1*	25*	7.0				7.6*	25*	7.6
	12.00						7.6						7.7
	12.15				7.6*	34*	7.6				7.8*	32*	8.0
	12.30						7.0						7.0
ABC 12.36- 1.15AM TOMA	12.30	3,500	4.8	2,700	3.7	23	4.8	4,450	6.1	3,790	5.2	30	5.2
12.36- 1.18AM	12.45				4.3*	24*	3.9				5.2*	27*	5.2
	1.00						2.9						5.1
	1.15												5.2
EVENING FRIDAY													
ABC 11.30-12.35AM BARETTA-11:30PM	11.30	6,710	9.2	4,450	6.1	20	6.1	6,850	9.4	4,670	6.4	20	7.2
11.30-12.36AM	11.45				6.1*	18*	6.1				6.6*	19*	6.1
	12.00						6.3						6.1
	12.15				6.2*	22*	6.1				6.2*	21*	6.3
	12.30						4.8						5.6

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
CBS 9.00-11.18PM NBA CHAMPIONSHIP GAME-FRI(S)	11.00	FOR RTGS SEE PAGE A-10					13.8						
	11.15						12.1						
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	5,470	7.5	2,840	3.9	30	5.4	5,470	7.5	2,920	4.0	27	5.0
	1.15				5.0*	29*	4.5				4.7*	25*	4.4
	1.30						4.3						4.1
	1.45				4.1*	33*	3.8				4.1*	28*	4.0
	2.00						2.8						3.8
	2.15				2.7*	29*	2.5				3.3*	30*	2.9
EVENING SATURDAY													
ABC 8.58- 8.59PM ABC NEWSBRIEF-SAT.	8.45	7,360	10.1	7,360	10.1	22	10.1						
9.58- 9.59PM	9.45							11,960	16.4	11,960	16.4	35	16.4
ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	5,100	7.0	4,960	6.8	16	6.8	4,450	6.1	4,300	5.9	14	5.9
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	7,870	10.8	7,870	10.8	24	10.8	6,490	8.9	6,490	8.9	22	8.9
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	10,500	14.4	10,500	14.4	32	14.4	8,970	12.3	8,970	12.3	30	12.3
NBC 11.30-12.55AM SATURDAY NIGHT	11.30							13,120	18.0	8,460	11.6	40	12.8
	11.45										13.0*	39*	13.1
	12.00												12.0
	12.15										11.6*	40*	11.3
	12.30												10.2
	12.45										9.8*	40*	9.1
NBC 11.30- 1.00AM WEEKEND(S)	11.30	8,310	11.4	4,590	6.3	23	8.9						
	11.45				8.2*	26*	7.6						
	12.00						6.5						
	12.15				6.1*	23*	5.7						
	12.30						5.4						
	12.45				4.7*	21*	4.1						

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING SUNDAY														
ABC 7.58- 7.59PM ABC MINUTE MAGAZINE		7.45							6,200	8.5	6,200	8.5	21	8.5
ABC 8.00-11.14PM ABC THEATRE(S)		11.00	FOR RTGS SEE PAGE A-14					15.3						
ABC 7.58- 7.59PM ABC NEWSBRIEF-SUN.		7.45	8,020	11.0	8,020	11.0	25	11.0						
8.58- 8.59PM		8.45							8,160	11.2	8,160	11.2	23	11.2
CBS 8.57- 8.59PM NEWSBREAK-SUN.		7.45							11,370	15.6	11,370	15.6	38	15.6
7.58- 7.59PM		8.45	10,350	14.2	9,990	13.7	26	13.7						
CBS 9.30-11.10PM TONY AWARDS(S)		11.00	FOR RTGS SEE PAGE A-14					12.3						
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.		8.45	12,760	17.5	12,760	17.5	33	17.5						
9.12- 9.13PM		9.00							9,550	13.1	9,550	13.1	26	13.1
NBC 11.30- 1.33AM NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16			3.5*	21*	3.4	FOR RTGS SEE PAGE A-17			3.4*	18*	3.4
11.30- 1.34AM		1.00						3.0						3.4
		1.15				3.0*	23*	3.0				3.2*	22*	3.1
		1.30						2.7						2.6
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F	8.15	9,700	13.3	9,700	13.3	25	8.1						
		8.45						12.0						
		9.00							11,660	16.0	11,660	16.0	29	15.4
		9.45						17.4						18.4
		10.15												9.2
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	9,110	12.5	9,110	12.5	24	12.5	8,970	12.3	8,970	12.3	24	12.3
CBS 11.30- 1.11AM LATE MOVIE I	M-F	1.00							FOR RTGS SEE PAGE A-17					3.9
CBS 1.43- 2.43AM LATE MOVIE II	TU-TH	12.00	3,430	4.7	2,700	3.7	24	3.9	3,350	4.6	3,060	4.2	28	5.7
1.13- 2.13AM		12.15				3.6*	16*	3.4				5.4*	23*	5.2
		12.30						4.1						5.3
		12.45				3.9*	21*	3.9				5.4*	28*	5.5
		1.00						4.0						3.9
		1.15				4.1*	29*	4.0						3.0
		1.30						3.8						3.0
		1.45						3.2				3.7*	35*	3.7
		2.00						3.2						3.7
		2.15												3.6
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	9,110	12.5	9,110	12.5	24	12.5	7,440	10.2	7,440	10.2	20	10.2
DAY MONDAY-FRIDAY														
ABC 3.00- 4.32PM DAYTIME EMMY AWARDS(S)	WED.	3.00							11,230	15.4	7,000	9.6	33	9.1
		3.15										9.1*	33*	9.1
		3.30												9.1
		3.45										9.0*	31*	8.9
		4.00												10.3
		4.15										10.7*	34*	11.1
		4.30												11.1

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY MONDAY-FRIDAY CONT'D														
ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30	6,200	8.5	4,160	5.7	19	5.0						
		4.45				5.2*	18*	5.5						
		5.00						6.2						
		5.15				6.1*	19*	6.0						
CBS 10.00-11.00AM MAGAZINE(S)	THU.	10.00	4,520	6.2	2,770	3.8	25	3.7						
		10.15				3.8*	26*	3.8						
		10.30						3.8						
		10.45				3.9*	25*	3.9						
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	3,500	4.8	3,280	4.5	22	4.5	4,080	5.6	3,860	5.3	25	5.3
CBS 4.00- 4.30PM RAZZMATAZZ(S)	THU.	4.00							4,960	6.8	4,300	5.9	20	6.3
		4.15												5.4
DAY SATURDAY														
ABC 8.55- 8.59AM SCHOOLHOUSE ROCK- 8.55AM		8.45	3,860	5.3	3,650	5.0	31	5.0	3,280	4.5	3,060	4.2	34	4.2
ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM		9.45	4,450	6.1	4,080	5.6	27	5.6	4,010	5.5	3,650	5.0	27	5.0
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	4,370	6.0	3,860	5.3	24	5.3	4,590	6.3	4,230	5.8	28	5.8
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	3,860	5.3	3,500	4.8	23	4.8	4,370	6.0	3,940	5.4	27	5.4
ABC 12.25-12.29PM SCHOOLHOUSE ROCK-12.25PM		12.15	2,990	4.1	2,550	3.5	16	3.5	3,130	4.3	3,060	4.2	21	4.2

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM	8.15	2,040	2.8	1,820	2.5	21	2.5	2,330	3.2	1,970	2.7	25	2.7
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM	8.45	3,650	5.0	3,280	4.5	26	4.5	2,700	3.7	2,700	3.7	28	3.7
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	6,850	9.4	6,630	9.1	41	9.1	4,810	6.6	4,670	6.4	33	6.4
CBS 10.26-10.29AM IN THE NEWS-10.26AM	10.15	6,420	8.8	5,830	8.0	34	8.0	5,320	7.3	4,880	6.7	34	6.7
CBS 10.56-10.59AM IN THE NEWS-10.56AM	10.45	4,370	6.0	4,160	5.7	26	5.7	4,300	5.9	4,160	5.7	27	5.7
CBS 11.26-11.29AM IN THE NEWS-11.26AM	11.15	5,610	7.7	5,180	7.1	33	7.1	5,320	7.3	4,740	6.5	31	6.5
CBS 11.56-11.59AM IN THE NEWS-11.56AM	11.45	4,960	6.8	4,590	6.3	30	6.3	4,080	5.6	3,720	5.1	25	5.1
CBS 12.26-12.29PM IN THE NEWS-12.26PM	12.15	3,860	5.3	3,570	4.9	23	4.9	4,300	5.9	4,080	5.6	28	5.6
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	3,720	5.1	3,570	4.9	23	4.9	3,860	5.3	3,350	4.6	23	4.6
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	3,790	5.2	3,570	4.9	23	4.9	2,920	4.0	2,620	3.6	20	3.6
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM	1.45	2,920	4.0	2,700	3.7	18	3.7	2,330	3.2	2,110	2.9	17	2.9
NBC 2.00- 2.09PM NBC MAJOR LEAGUE PRE GAME	2.00							5,030	6.9	3,210	4.4	21	4.4
NBC 2.09- 5.11PM NBC MAJOR LEAGUE BASEBALL	5.00							FOR RTGS SEE PAGE A-27					6.2
DAY SUNDAY													
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM	10.45	1,820	2.5	1,820	2.5	14	2.5	2,110	2.9	2,040	2.8	17	2.8
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,410	3.3	2,260	3.1	18	3.1	2,550	3.5	2,330	3.2	20	3.2
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	730	1.0	660	.9	8	.9	950	1.3	800	1.1	9	1.1
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	950	1.3	800	1.1	8	1.1	1,090	1.5	950	1.3	10	1.3
CBS 1.30- 3.46PM NBA CHAMPIONSHIP GAME-SUN	3.45	FOR RTGS SEE PAGE A-32					8.2						
NBC 2.30- 4.31PM LADIES PGA CHAMP-SUN(S)	4.30							FOR RTGS SEE PAGE A-33					5.1

 U.S. TV HOUSEHOLDS: 72,900,000 FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NTI CORRECTION NOTICE

June 23, 1978

NIELSEN NATIONAL TV RATINGS REPORT
Second Report For May, 1978
(Two Weeks Ending May 28, 1978)

The repeat designation for NBC Movie of the Week's episode entitled "Rooster Cogburn", aired on Wednesday, May 24, was inadvertently omitted. We regret this inconvenience.

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